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AMERICAN ARTISAN and Hardware Record

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*Built
Like—*

*A Power
Boiler*



AMERICAN BOILER PLATE

Warm Air Heater

We also make

**THERMO CAST IRON
FURNACES**
**THERMO PIPELESS
FURNACES**
AND
AFCO ROOM HEATERS

*Write Today
For Complete Catalog*

IF you are tired of losing sales on Cast Iron Warm Air Heaters because you *do* have to admit to prospective customers that the fire pot is liable to crack and that it is possible for soot and gas to leak through the joints—line up now with the thousands of other progressive warm air heater installers who are clinching sales with the American Boiler Plate Warm Air Heater.

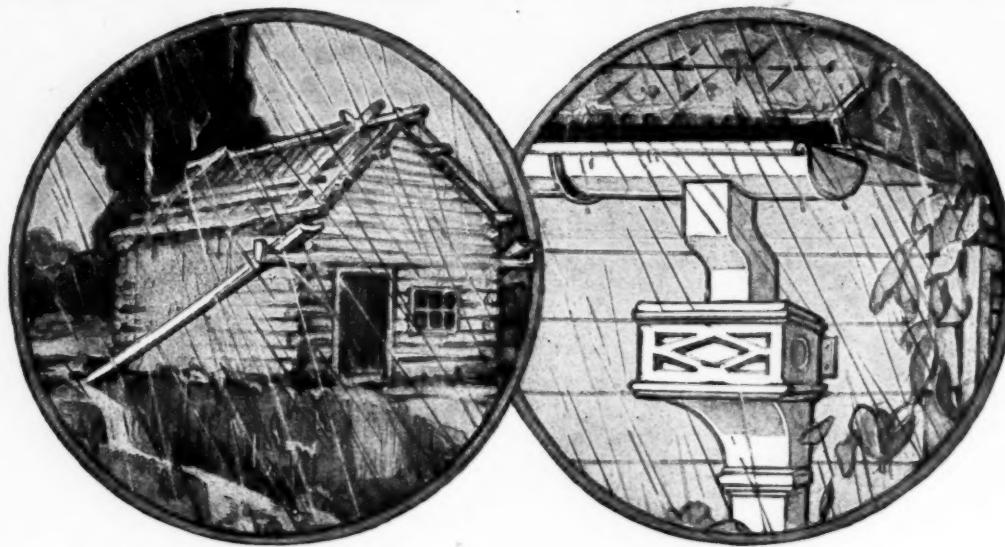
Its riveted air tight construction of Boiler Plate insures to your customers clean, warm air, the firebrick lining against scorched air. Its all steel construction guarantees them against the possibility of having the heater crack.

Let our catalog tell you about its many other high class features—selling points which make it a big profit maker for our dealers.

Our method of cooperating with you to sell our entire line is practical. If you are interested in securing the agency for your district we can show you how to get the business.

Write TODAY, right now, for full details.

AMERICAN FURNACE CO.
2719 to 2731 Morgan St. ST. LOUIS, MO.



Zinc Leaders and Gutters Serve for Years

The original American eaves trough and leader-pipe was a sloping plank. It was placed to catch the rain and "lead" it away from the foundations. With characteristic progressiveness, architects and builders of this country are determined to procure for their clients materials only of the "best." Zinc leaders, gutters, etc., supply the three necessary requisites—artistic quality, economy and durability. Some installations last a century.

Horse Head Rolled Zinc

is now manufactured into eaves-troughs, leaders, valleys, flashing, ridge-roll and the most artistic forms of architectural trim. These roofing accessories when "made from Horse Head Zinc" never rust and do not require paint for protection, although such coating can be applied for decorative effects. *A single installation lasts indefinitely, and costs less than two installations of any commonly used materials which must be periodically replaced.*

Let us supply you with names of manufacturers of leaders, gutters, etc., "Made from Horse Head Zinc."

THE NEW JERSEY ZINC COMPANY

160 Front Street

(Established 1848)

New York City

CHICAGO: Mineral Point Zinc Company, 1111 Marquette Building

PITTSBURGH: The New Jersey Zinc Co. (of Pa.), 1439 Oliver Building

CLEVELAND: The New Jersey Zinc Sales Co., 1138 Guardian Building



The World's Standard for Zinc Products

Founded 1880 by Daniel Stern

Thoroughly Covers
the Hardware, Stove,
Sheet Metal, and
Warm Air Heating and
Ventilating Interests

AMERICAN ARTISAN and Hardware Record

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CHICAGO, FEBRUARY 18, 1922.

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FAULTY SHOES POINT MORAL FOR ADVERTISERS.

Out of a total number of three hundred and fifty-six school children examined by the Division of Hygiene of the New York City Board of Health, it was found that sixty-four per cent of the boys and eighty-seven per cent of the girls wore faulty shoes.

Forty-seven per cent of the boys, seventy-four per cent of the girls, and eighty-six per cent of those in the teacher's training classes had weak feet.

Defective feet tend to cripple and impair the efficiency of those affected.

It is somewhat of a shock to learn that so large a percentage of school children labor under this disadvantage.

One would naturally suppose that in so common a matter as foot gear everyone would know how to choose the right kind of shoes.

In this respect, there is a comparison between the wearing of shoes and the using of advertisements.

Putting goods into the wrong kind of advertisements is almost as common as putting feet into the wrong kind of shoes.

The result is a lessening of the store's merchandising efficiency.

The failure is not due to advertising as an instrumentality any more than weak feet is due to shoes as a covering and protection for the feet.

It is to be attributed solely to wrong use of a medium which has been proved to be of prime importance as an aid to business.

For instance, you will find many dealers publishing advertisements which are only a

reproduction of a business card in display type.

Such advertisements have no appeal.
They tell no story of merchandise.
They exert no influence upon prospective customers.

They are too vague and general.
There are extremists who condemn shoes because in so many instances shoes cause deformities.

And there are extremists who would do away with advertising because some forms of advertising are barren of results.

In both types the blunder is of mistaking the wrong application of the thing for the thing itself.

You can make money—plenty of money—by the right kind of advertising.

It's an expensive way to learn at your own cost. Save money by learning what to avoid in advertisements by the experience of others who have failed through faulty publicity.

Faulty shoes cripple the wearer. Poorly designed advertisements make a bad impression and are a drain on the funds of the store instead of a source of income.

Resolve right now to study advertising. Learn to fit the advertisements to the needs of your store.

Talk to your customers in print with the same phrases you use when you are speaking to them in your store.

In a comparatively brief time the bankers of your town will be smiling at you and soliciting your business.

Random Notes and Sketches.

By Sidney Arnold

THE auxiliary staff of the Excelsior Steel Furnace Company, Chicago, Illinois, has been strengthened to a noteworthy degree by the addition of Helen Jeanette.

Helen Jeanette has just been adopted by Mr. and Mrs. C. E. Glessner. She was born December 16, 1921, and she gets the name Helen from Mrs. C. E. Glessner and that of Jeanette from her mother. Her foster father is an officer of the Excelsior Steel Furnace Company. He says that Helen Jeanette is already using a form of speech which sounds like British malunits, coldairintake and relativehumidity.

* * *

Sharon E. Jones of Pittsburgh, secretary of the Pennsylvania and Atlantic Seaboard Hardware Association, contributes this gem to the literature of the Volstead law:

His reverence, a nervous old gentleman, having lost his coachman, recently employed a local farm hand to drive him to a neighboring parish.

"Have you broken your pledge yet, Pat?" he asked as they commenced the journey.

"Devil a break, yer riverence," replied our friend. "I am as sober as a judge ever since I took it."

Five minutes later his driving became noticeably erratic, and his reverence remonstrating with him said: "You'll want to be exceedingly careful how you handle that horse, he's a most spirited animal."

"Begorra, yer riverence," answered Pat, struggling with the reins, "the two of them is that. They're the greatest pair of divils I ever dhrove."

* * *

Robert R. Beatty, retiring president of the Illinois Retail Hardware Association illustrates some of the benefits of coöperation with this tale:

"Tell me, Ethel, is it true that your husband stays late every night

at the club to play billiards, for— for money?"

There was a sob in the anxious mother's voice as she spoke the last sad words. But her recently wed daughter smiled brightly as she replied.

"Yes, mother; but it's quite all right. He gives me all his winnings!"

"What!" gasped the elder lady. You—."

"He always plays with Mr. Jones next door," went on Ethel. "And Mrs. Jones makes him give her all his winnings; and she gives me all the money she gets and I give her all the money I get, and so we both have about twice as much as we could get out of them otherwise."

* * *

It is necessary to know all the circumstances, at times, in order to understand the significance of a statement, says Samuel D. Latty of Kirk-Latty Manufacturing Company, Cleveland, Ohio.

He explains this truth by relating the subjoined incident:

"I can truly say, madam," began the educated-appearing prisoner, "that I shall actually regret the day my sentence expires and I leave these walls."

"Ah," breathed the sympathetic visitor. "I had heard this was a model prison but I never dreamed that it instilled such gratitude and depth of feeling in its inmates. And how much longer does your sentence run, my poor man?"

"Life, madam."

* * *

Harry Van Bayse of American Furnace Company, St. Louis, Missouri, says that it is a good policy to keep the selling staff fully posted on every phase of the business.

He narrates the following story to illustrate his statement:

The circus train had pulled in and they were unloading the animals. One of the owners was mo-

toring around town and, passing a big billboard, was surprised to see one of his clowns scanning it with all the rapt fascination of a country school boy.

"That's a good one on you, Jake," he laughed. "Takin' in the show, huh? That's the limit. Why, you've seen that show a thousand times."

The clown glanced at the name above the flaming board and then at the promising and glowing pictures again.

"By gosh, boss, you're right!" he exclaimed. "It is our show, ain't it? But there sure is a lotta things here you been keepin' back from us."

* * *

Always use the direct and familiar methods at hand in making sales, is the advice of Karl Roth, secretary of the Braden Manufacturing Company, Terre Haute, Indiana.

The opposite course usually results in loss he says. Here is a parallel to which he calls attention:

"Is this the Fire Department?" yelled the excited professor of chemistry over the telephone.

"Yes," answered a voice. "What do you want?"

"How far is it to the nearest alarm box? My laboratory is on fire and I must send the call in at once."

* * *

Here is an amusing clipping which I received from A. N. Brayer, secretary of the Cooperative Foundry Company, Rochester, New York:

"See here!" snorted an irascible Virginia judge to an old colored man whose son had been arrested for the fifth time on a charge of stealing chickens. "I'm sick of seeing your boy brought in here. Why don't you teach him how to act? Show him the right way and he won't keep coming here."

"I's as sick as you is of seein' him here," retorted the old man. "An' what's more, I'se showed him de right way. But he won't learn nothin' and he always gets caught."

The Latest News About Stoves and Ranges

Items and Discussions of Interest to the Manufacturer and Retailer of Kitchen Ranges, Heating Stoves and Accessories.

Changes Made in Management of Hoosier Stove Company.

At a recent meeting of the Board of Directors of the Hoosier Stove Company, Marion, Indiana, President E. G. Blackburn, who is identified with many of the banking, commercial and manufacturing interests of Marion tendered his resignation, in order that he may have a little more leisure time. He has given a great deal of time and effort toward the upbuilding of this im-

portant enterprise, but feels that he is entitled to let go of some of his responsibilities.

Mr. Blackburn is succeeded by R. J. Spencer, Sr., former vice-president. The many friends of R. J. Fulton, who for several years was assistant to the sales manager of the Favorite Stove & Range Company, will be glad to know that he has been chosen to fill the office of sales-manager of the Hoosier Stove Company. Mr. Fulton took charge on February first.

coming acquainted with the commodity.

If, therefore, you have to spend a good deal of time and explanation in teaching the prospective buyer the qualities of the stoves which you are offering for sale, you are cutting down the sum total of the day's time and effort to a relatively smaller number of customers and, therefore, to a smaller number of sales.

Now a stove or range of national reputation with an established trademark that experience has demonstrated represents continuous maintenance of quality, is easier to sell than one of obscure brand and one which is practically unknown to the general public. The reason is quite plain.

The manufacturers of a standardized product carry on a persistent advertising campaign which is in reality a series of lessons to the buying public with a regard to the merits and usefulness of their product. From the constant repetition of these lessons in some form or other, the general public becomes familiar with the product and already knows its main advantages.

The dealer who handles this particular line, therefore, has the benefit of this preliminary educational work.

When he presents such a commodity for sale, the prospective customer is favorably disposed through prior acquaintance with its merits.

It is, then a comparatively easy task to close the sale and to follow it up with service of the store.

It is precisely such a positive background of favorable impressions which gives strength to the advertisement of the Schroeder-Nielsen Hardware Company, reproduced herewith from the *Eau Claire Leader*, Eau Claire, Wisconsin.

Here we have a standardized combination range of national reputation.

Time and Energy Are Saved for More Sales by Merchandising Stoves with a Reputation.

In Such a Case Much of the Hardest Part of the Work Has Already Been Done by the Manufacturer's General Publicity.

There is an old Latin saying, *fit faber fabricando*, which holds in three words the whole of art and merchandising.

It means that one becomes a doer by doing.

You can study carpentry in a textbook, but you will never become a carpenter unless you do carpentering.

You can learn all there is to learn about a saw, how to sharpen it, how to set the teeth, how to keep it in good condition and free from rust.

But unless you put that knowledge into practice by actually using the saw, you will not become a carpenter.

It is the same with merchandising.

To become a merchant you must actually do merchandising.

You can learn, for example, how to sell stoves and ranges.

By reading the pages of *AMERICAN ARTISAN AND HARDWARE RECORD*, for instance, you will find descriptions of successful methods employed by retailers in selling stoves and ranges to the satisfaction of their customers.

But unless you put the knowledge thus gained into practice for yourself, you will not succeed in selling stoves and ranges.

Now as a matter of fact, this knowledge is easy to acquire and not difficult to practice.

You do not require a long, tedious and intense course of training in order to learn how to avail yourself of these methods in your daily business.

The first thing to learn is to apply the conservation of energy to your merchandising efforts.

In other words, you must train yourself to avoid waste of time and endeavor in achieving your purpose.

Applying this principle of the selling of stoves and ranges, you will find greater and quicker results by making use of the preliminary work of salesmanship already done for you by others.

That is to say, it will be to your advantage to carry in stock a line of stoves and ranges which does not need maximum effort of salesmanship.

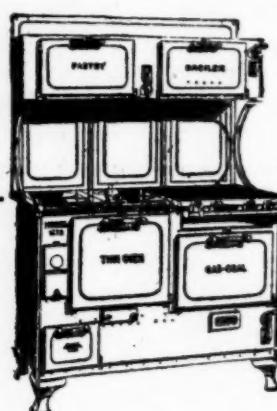
Naturally, the first element of a sale consists in the customer's be-

The advertiser does not have to spend time and effort in acquainting the prospective customer with the product. That has already been done for him by the manufacturers.

By summarizing in its text the main characteristics of this combi-

Sam M. Wallace Passes on to His Reward.

After something like fifty-five years as a stove salesman in the Pittsburgh territory, about thirty-five of which were spent as a representative of the Favorite Stove &



HERE IT IS

The new Monarch Malleable combination Coal Wood and Gas Range

Here is what you have been waiting for, a combination range that will operate equally as well for Gas as for Coal or Wood. It has two separate ovens, one for gas and one for coal and wood and yet it only takes up 47 inches of floor space. Has a broiler and a dandy party oven to be used for pies, cakes, biscuits, etc. Come in and see a real-honest-to-goodness combination range. Tried and tested by many housewives right here in Eau Claire. We shall be glad to give you the names of people that have them. It's a beauty to look at and will last a life time on account of its malleable construction.

HEATERS OF ALL KINDS, \$6.00 UP

**Schroeder-Nielsen
Hardware Co.**

Advertisement of Nationally Known Combination Range,
Published by Schroeder-Nielsen Hardware Company
in the Eau Claire Leader, Eau Claire, Wisconsin.

nation range the advertisement revives the favorable impressions which the public has already received through the general advertisements of the manufacturers.

The Schroeder-Nielsen Hardware Company has a steady and lucrative stove and range business because it practices the simple principles of merchandising of which the advertisement in question is a praiseworthy example.

Range Company, Sam M. Wallace has gone to his reward. Mr. Wallace had a wonderfully large circle of friends, who know him as a man whose word was as good as his bond. He was 73 years of age at the time of his death.

One blow of the hammer does not drive the nail home. One advertisement will not keep your business going.

Wants Repairs for Oakleaf Oil Heater.

To AMERICAN ARTISAN AND HARDWARE RECORD:

Will you kindly inform me where I can secure repairs for the Oakleaf oil heater, Number 102?

Very truly yours,
JOHN F. CARTWRIGHT,
—, Kentucky, February 10, 1922.

Avoid Legal Pitfalls.

Attention is drawn by the official publication of the Pennsylvania and Atlantic Seaboard Hardware Association to the necessity in many states of partnerships.

One who conducts business under an assumed or fictitious name must register it at some public office, or be guilty of a misdemeanor.

For example, if the father, James H. Smith is conducting business under the name of James H. Smith, and is the sole owner, and later on takes as his partner his son, James M. Smith, but does not have the name registered, he can not sue any debtor under the law, if the defendant in the case is aware of the statute.

The fact that concerns have been doing business and collecting claims in court may receive a sudden jolt when claims of this nature are contested by the defendant's attorney.

The court has no alternative but to decide in favor of the defendant, because it is the law.

In fact, they can not sue in the courts to recover claims due them.

New York State does not go to that extent, but almost all other states do.

The filing of papers under such a registration act usually costs simply for the notary's fee, and anyone can draw up the paper.

The county clerk's fee for filing would be included in the entire cost, of about \$1 or \$1.50.

There is no money saved by hiring "bargain" help. Clerks who work cheap generally are cheap clerks and can not deliver even the cheap business.

Courage and Confidence Characterize Twenty-Fifth Convention of Illinois Retail Hardware Association.

Business Is Improving and Prospects Are Good, According to the Majority of the Delegates in Attendance at the Sessions.

HERE is a touch of elation on the faces of travelers whose ship comes in sight of port after a stormy voyage.

And in the countenances of those who have kept a stout heart against the fears and forebodings of the more timid passengers a flush of triumph may be discerned.

The hardware dealers who assembled in the Hotel Sherman, Chicago, Illinois, for the Twenty-fifth Annual Convention, February 14, 15 and 16, 1922, of the Illinois Retail Hardware Association are the men who abated not a fraction of their courage and confidence during the trying months of depression through which business has been passing.

They are now in sight of the port of prosperity.

Wherefore, the tension has relaxed. They patted one another on the back and rejoiced that the worst of the voyage is over.

It was easy to sense their feeling of relief in the heartiness with which they joined in the singing of "Hail, Hail, the Gang's All Here!" just before the formal opening of the convention in the Tiger Room of Hotel Sherman.

Tuesday, February 14, 1922.

With almost military briskness, President Hobert R. Beatty called the convention to order at 10:30 o'clock Tuesday morning. He announced the postponement of his annual address to a later session and called upon the assembly to sing the anthem, "America."

After a fervent invocation by T. J. Mathews, Secretary Leon D. Nish read his annual report, which is substantially as follows:

Synopsis of Report of Secretary Leon D. Nish.

"Our Association has maintained its standing throughout the year. We had on January 1st, 1,478 members which at the writing of this

report has increased to 1,488 and we hope by the time this report is read that we can say that it is an even 1,500 membership in the Association. With the figures of 1,478 for January 1st, 1922, as compared with 1,446 January 1st, 1921,



Leon D. Nish, Re-elected Secretary.

this shows a net gain of thirty-two. However, there have been many changes throughout the year but we have been successful in securing enough new members to overcome those that dropped out and still show a handsome increase in the net membership.

"We have answered five times as much correspondence this past year over the previous year. The Field Secretary's work, Mr. Aubrey, has carried him into nearly every part of the state and we feel as if a large number of our members know him now and feel free to call upon him when he can be of service to you.

"The activities of the Association are very well illustrated on the cover of the Program of this Convention. We have organized on an average of one Group Meeting every two weeks; we have come in contact at those Group Meetings with 1,000 hardware dealers, members and non-members, and all of these Group Meetings have been held down-state, outside of the City of Chicago.

"It, however, was no intent to slight Chicago in this matter, as we have some plans with regard to Chicago which will be worked out in the near future to the satisfaction of the Chicago membership; and right here the Secretary wishes to say there is no more loyal metropolitan membership in the United States than is found in the city of Chicago, always true to the interests of the Illinois Association, take a kindly interest in the down-state Group Meetings to the extent of traveling many miles on the part of these Chicago members to outside Group Meetings to look in and see how their country brothers do business and handle their business affairs.

"The Secretary wishes to call your attention this time that next June the National organization will meet in Chicago in our own State and it is up to our Association to act as host, not extravagantly but loyally, and show our genial disposition in the warmth of welcome which we extend to the hardware merchants of our states in their sojourn with us next June."

At the close of Secretary Nish's report, the program of the morning session was changed and the address of Herbert P. Sheets, Secretary National Retail Hardware Association, was advanced on the schedule of speeches from the afternoon session.

National Secretary Sheets dealt with the subject of commercial ethics in a masterly fashion and held the attention of his audience by the earnestness and sincerity of his words. The chief paragraphs of his address on "Making Business Pay" are herewith reproduced:

Straightforward Ethics from Address of National Secretary Herbert P. Sheets.

"That there is something infinitely bigger and better in business than the mere making of money regardless of method has long been recognized by all straight thinking men.

"The old idea that 'business is business' is of the past. Ethics and business are not something apart. Business without ethics is not business in its best sense.

"The man in business for money alone lacks a proper sense of values. He has lost sight of the finest things in life: the respect of the public and his own self respect.

"A reputation that commands respect and inspires confidence is the business man's most valuable asset.

"And, 'the way to gain a good reputation,' according to Socrates, 'is to endeavor to be what you desire to appear.'

"A year ago there was much discussion of low business morality, so-called, as reflected in the widespread cancellation of orders after prices had tumbled from their peak.

"As the cancellation was general, the result was probably not nearly so harmful as was anticipated. But the fact remains that orders should be placed in good faith and filled in good faith.

"Most wholesalers and some manufacturers, are willing to take back goods ordered through error. But this is a business courtesy and not an inherent right. Shipment should never precede consent.

"Even worse is the refusal to accept goods ordered and shipped in good faith. It is rather inconceivable that such a thing should need discussion, but wholesalers insist this sometimes happens.

"Recently there has been some complaint about dealers giving checks without funds in bank to meet. This is very properly termed

an inexcusable offense against the integrity of credits.

"Such criticism is equally applicable to the kindred practice of sending unsigned checks to creditors, with intent to defer payment as long as possible.

"And not the least of the merchant's ethical obligations is to co-operate with and treat his business neighbors as he himself wants to be treated.

"The selling of 'seconds' through favored agencies at prices which tend to demoralize the retailer's market is another trade evil calling loudly for remedy. Retailers believe consumers should get the benefit of the price advantage of seconds through their regular buying channels.

"Manufacturers can not expect retailers to push the sale of their goods at gross profit less than their cost of doing business. There is no reason why retailers should work without pay.

"In misbranding and mislabeling the trade has an evil of long standing which should be immediately corrected. A 14-quart pail should hold 14 quarts and a 7-pound sad iron should weigh full 7 pounds.

"Some manufacturers have placed retailers in an awkward and unfair position by making price comparisons with peak levels to show how their products have declined, when these peak figures were of short duration, with practically no sales.

"Some of these comparisons have been so extreme that retailers have wondered if the high schedules were not made for the purpose of recording declines rather than the expectation of selling at such levels.

"More common, however, is the practice of selling merchants their full quotas of seasonable merchandise and, about the beginning of their selling season, advertising sharp reductions to the public.

"And let us not forget the manufacturer who induces the merchant to stock his goods by promises of wonderful demand to be created by a tremendous advertising campaign and other special selling helps, and then fails to keep his promises.

"Long ago retailers learned that uniform prices are essential in gaining and maintaining the confidence of the public. They believe this policy is equally applicable to wholesaling.

"Just as the retailer should insist upon keeping a copy of each order, so should the wholesaler make it a uniform practice to leave with the retailer a copy of each order taken. Such a policy eliminates misunderstanding and is in the interest of both parties."

At the conclusion of National Secretary Sheets' address, President Beatty introduced to the assembly from their places in the audience L. C. Peck, newly elected president of the Wisconsin Retail Hardware Association and B. G. Shanklin, recently chosen president of the Indiana Retail Hardware Association.

Secretary Leon D. Nish then read the names of the Ladies' Local Entertainment Committee, as follows:

Mesdames S. J. Koehler, Gus Engelhardt, Fred Ruhling, John Schubert, W. E. Siewert, John Wallace, and Ed Maier.

The committees appointed for the work of the convention are these:

Suggestions Committee: W. G. Kelley, chairman, San Jose; J. O. Wood, Mount Vernon; David Rehor, Ottawa; W. L. Dennis, Decatur; and Fred P. Schlitt, Springfield.

Auditing Committee: G. S. McCurdy, chairman, Bloomington; L. W. Sauter, Galesburg; and E. N. Howell, Dixon.

Location Committee: Roy R. Wilson, chairman, Decatur; D. V. Torley, Monmouth; Frank B. Christmann, Springfield; S. H. Dietrich, Morton; and William Siewert, Chicago.

Resolutions Committee: W. L. Toler, chairman, Mounds; C. T. Woodward, Carlinville; William Powers, Chicago; J. J. Graham, Jacksonville; and J. R. Anderson, Elburn.

Nominations Committee: J. P. Brown, chairman, Hillsboro; J. J. Meston, Bradford; G. G. Engelhardt, Chicago; H. H. Priestly, Princeton; and J. E. Voorhees, Bushnell.

The afternoon session of Tuesday began promptly at 1:45 o'clock with community singing, followed by a discussion of the subject of "Community Development" through the Question Box in charge of H. W. Gehl of Mattoon and W. L. Toler of Mounds.

At the conclusion of the discussion of community development

through the Question Box, an inspiring address was delivered by Olin Mason Caward of Chicago, who spoke upon the need of personal development with a view to increasing the efficiency of the individual.

"Be enthusiastic about yourself and your job," he urged. "It is legitimate enthusiasm. There is a kind of modesty that is rubbing its hands and hoping somebody will recognize its true worth. There is another kind that shoots straight out and says, 'I am such and such.' That's the kind of a man I like to hire; I like to fire him, too, if he



E. E. Voorhees, Newly Elected President.

has estimated himself too highly. But I like to hire a man who isn't so disproportionately modest as to leave it entirely to me to find out all about him.

"I have not very much patience with a man who knows how to do something better than anybody else, who does not at least brag about the results, if he doesn't divulge the method.

"Life is an advertising proposition, after all. It is up to you and me, by the best means at our command, to let the world know—at least our part of it—what we have as stock in trade to put into business success, whatever it may be. So I say it is well for us to ac-

quire the art of letting our enthusiasm loudly overcome our modesty."

At 4:00 o'clock Tuesday afternoon was held the annual meeting of Subscribers at Hardware Underwriters. The proceedings disclosed a substantial amount of business and very encouraging prospects for the coming year.

Tuesday evening at 8:00 o'clock an "Informal Jollification" was held in the Convention Room for the gladdening and diversion of the ladies, members, and exhibitors.

Wednesday, February 15, 1922.

The morning session of Wednesday began at 9:45 o'clock with community singing of popular ditties.

The first part of the meeting was devoted to a discussion of the topic of "Profitable Side Lines" through the Question Box in charge of Harley Mitchell, Jr., La Grange, and A. W. Morse, Chandlerville.

A great diversity of commodities were specified by various dealers in the assembly as constituting profitable side lines. Mention was made of such things as phonographs, suit cases, furniture, driving gloves, automobile robes, umbrellas, hunters' clothing, electric light fixtures, insecticides, fruit jars, guns, watches and clocks, washing machines, fire extinguishers, harness, sewing machine repairs and supplies, paper napkins, and automobile accessories.

One dealer from East St. Louis, Illinois, urged paints as a profitable side line, declaring that last year his store sold \$34,000 worth the paints.

At the close of the discussion, Mr. Bowman of the Chicago Chamber of Commerce was introduced and thanked the Association for its success in inducing the National Retail Hardware Association to hold this year's convention in Chicago. He offered the offices and facilities of the Chicago Chamber of Commerce to the hardware dealers and declared that the Chicago Chamber of Commerce is glad to answer inquiries made in person and by mail.

Mr. Bowman was followed by Hamp Williams of Hot Springs, Arkansas, who spoke upon "Build-

ing Business With Community Service."

Mr. Williams illustrated his topic with practical examples from the daily affairs of his store in Hot Springs. He made it quite clear that service necessarily includes the proper presentation of commodities to the customer in a way which will enable the customer to get the full usefulness out of everything he buys.

Thus, in selling wall paper to a householder, it is not service to quote that wall paper at so much per roll, said Mr. Williams, because the householder wants to know how much it will cost him to paper a room or number of rooms.

"It would be all right," said Mr. Williams, "to sell wall paper by the roll and quote it by the roll to a paper hanger who is accustomed to estimating quantities."

Mr. Williams urged hardware dealers to identify themselves with every movement in their community for the welfare of the people. He advised them to coöperate with the officials of their community and to show their appreciation openly and frankly of the constructive work of their local newspapers and civic authorities for the encouragement of the peoples representative.

At the termination of Mr. Williams's instructive address, the morning session adjourned.

Wednesday afternoon's session opened with an analysis of "Advertising Methods" through the Question Box in charge of E. E. Freeman of Fithian and J. Frank Mock of Gibson City.

This was followed by an instructive discourse on "Sluggish Dollars" by Irwin E. Douglas, Manager Special Service Bureau, National Retail Hardware Association.

The reception and informal dance which were scheduled for the evening from 9 to 12 o'clock were postponed to Thursday evening.

Thursday, February 16, 1922.

The subject of "Credits and Collections" engaged the attention of the morning session through the

Question Box under the guidance of C. T. Woodward of Carlinville and Paul M. Mulliken of Humbolt.

Considerable diversity of opinion was developed as to the relative advantage of doing business on a cash basis or on a credit basis.

One dealer reported a substantial increase of business following the change from a credit to a cash basis. Others declared that more goods can be sold on credit than on cash terms.

An interesting feature of the discussion was that relating to the selling of stoves on time payments by using a lease form instead of a chattel mortgage.

At the close of the discussion came the report of the Auditing Committee, read by its chairman, G. S. McCurdy of Bloomington, which was adopted without a dissenting vote.

A short talk was then made by Albert C. Wilson, Chief Seed Analyst of the Illinois Department of Agriculture, Springfield, explaining the rules and regulations of the Illinois Seed Law as they affect the retail hardware dealer.

The session terminated with an address on "Fundamental Economic Factors of 1922 Affecting Retail Policies," by William Bethke, Educational Director of La Salle Extension University, Chicago.

The final session of the convention was called to order by President Beatty at 2 o'clock, Thursday afternoon. It began with the Question Box in charge of Irwin E. Douglas of the National Retail Hardware Association. The topic was "Business Getters."

Tom N. Witten of Trenton, Missouri, then gave an inspirational address on the ethical and civic phases of retail merchandising.

The reports of committees were read at the end of Mr. Witten's speech. The Location Committee recommended Chicago as the meeting place for next year's convention.

Unanimous approval was given to the report of the Resolutions Committee who voiced the assembly's appreciation of the work of President Beatty, Secretary Nish

and their co-workers in the Association.

Other resolutions were adopted thanking the women and men of the Entertainment Committee; endorsing the code of ethics of the National Retail Hardware Association; commending the Geller, Ward & Hasker Hardware Company of St. Louis, Missouri, for its weekly price service; expressing confidence in the hardware retailers of Illinois, and urging dealers to lend their support to business men who seek election to the State legislature.

The Nominations Committee presented a list of men who were unanimously elected officers of the Illinois Retail Hardware Association for the ensuing term, as follows:

President: E. E. VOORHEES of Blandinsville;

Vice-president: J. F. DEUTH of Forreston;

Secretary-treasurer: LEON D. NISH of Elgin (re-elected);

Directors: FRED GEISSING of East St. Louis and WILLIAM STAUBER of Chicago.

In declaring the convention adjourned, retiring President Hobert R. Beatty thanked the officers and members of the Association for their efforts in behalf of the common good and gave grateful praise to the Entertainment Committee and the hardware dealers of Chicago.

Conventionalities.

Had prizes been offered for the biggest representation on the Exhibit floor the Meyer Furnace Company would have drawn first prize. "Uncle Dirk" Meyer, George F. Meyer, Miss Ruth Meyer, Mr. and Mrs. R. C. Walker, Mr. and Mrs. L. Max Baugh, F. E. Mehrings, J. B. Sauer and L. G. Coburn were all there, taking turns at explaining to interested dealers the advantages of the "Weir Steel" and "Warm Home" cast furnace. Of course, Walker spent only a day in Chicago, as he had to make the Minnesota show also.

As usual, the largest and most attractive display of stoves and ranges was that of the Independent Stove

Company. J. E. Ellis, Secretary and General Manager, Henry A. Pope, Illinois Representative, and M. K. Christy were kept busy distributing elephants and lizards in the little time they had between booking orders.

With the old drawing cards Joseph Goldberg, C. E. Glessner, Rudolph Menk and W. J. Pendegast in charge at the Excelsior Steel Furnace Company booth, it is no wonder there was always a line of dealers. C. L. Burch, Michigan Representative, helped on Thursday.

Martin E. Engelhart, prosperous hardware dealer of Chicago and successful bachelor, has not missed a convention of the Illinois Retail Hardware Association since it was organized twenty-five years ago.

D. A. Purviance of the Majestic Company dropped in Tuesday to see that J. C. Gustofson in charge of the Chicago warehouse—got started.

Of course, Wesley Johnson of the Standard Foundry and Manufacturing Company was there—as usual with the smile that won't come off. He and James Charles Allen seemed to be busy every minute booking orders.

One place where you will always find a crowd of dealers is at the Vaughan and Bushnell tool display in charge of Gus Ruhling and Frank J. Loughlin. They certainly are to be congratulated on the way they displayed their complete line.

M. J. Maier and F. W. Rogers of the Malleable Iron Range Company apparently did a land-office business.

"Sam" Burgess and W. G. Harms of the Rock Island Register Company are proud of their New Register and can well afford to be. It is a "beauty" and has wonderful selling points.

J. Harvey Manny, "Society Expert" of the Manny Heating Supply Company, was a busy man during the convention but not more so than Fred Bloomfield, Fred Schubert and Don Howland who looked after the business interest of the firm.

Martin, Engelhart, Joe Storey and Otto Reiche, hardware dealer and Fire Marshall of Naperville, are a great team when they get together and start—"Do you remember when-ing."

"Tom" Pearson, the Hanleys and a few more of the Central Heating Supply Company family held court in one of the main aisles but if "Tom" were way off in a corner, you could count on his many friends looking for him.

A. J. Madson, A. E. Ketcham, S. T. Scott and George Waldmann of the Wheeling Corrugating Company Exhibit showing their new complete line of ovens—fifteen

styles—resolved that next year their souvenirs will be so small you won't be able to "spot" them a mile away, but how could anyone resist asking for a souvenir roasting pan when they were given so graciously.

John J. Kelly of the sales force of Wheeling Corrugating Company who takes the role of General Pershing in "A Buck on Leave," came in Wednesday afternoon to look things over.

Quick Meal Stove Company, George M. Clark and Company, American Steel and Wire Company, all had private rooms on the main Exhibit floor for their displays and surely drew crowds.

W. F. Waller and A. P. Siersma of the Cicero-Chicago Corrugating Company had their McClernan All Steel White Kitchen Cabinets and their new filing devices featured in their display.

Mrs. W. C. Grahm who runs a hardware store at Hegewich, Illinois, was the fortunate woman to win the handsome McClernan Kitchen Cabinet donated by the Cicero-Chicago Corrugating Company.

The booth of the Rehm Hardware Company, Chicago, was a focus of friendliness and good cheer. It was in charge of C. G. Barth, Roy Barth (his son), and J. A. Maier.

Convention of the Ohio Hardware Association Discusses Business Methods Which Increase the Dealer's Income.

Accurate Accounting, Careful Buying, and Honest and Friendly Dealings with the People Are Emphasized as Gainful Methods.

The Twenty-eighth Annual Convention and Exhibition of the Ohio Hardware Association was held February 14, 15, 16, and 17, 1922, in the Assembly Room of Deshler Hotel, Columbus, Ohio.

Every minute of the time spent in its meetings yielded values capable of embodiment in the personality as well as in the business policy of the hardware dealer.

Tuesday, February 14, 1922.

After singing by the entire assembly under the leadership of Hugh Diamond, member from Galion, President Charles F. Hauck of Springfield called the convention to order Tuesday afternoon at 1:30 o'clock.

Every chair in the Assembly Room of Deshler Hotel was occupied.

The invocation was given by Charles F. Picking, member from Bucyrus.

Then came a clear, straightforward, and friendly talk on "1922 Cooperation" by T. James Fernley, secretary-treasurer of the National Hardware Association, Philadelphia, Pennsylvania. Here are some

of the interesting paragraphs of his speech:

Quotations from Address by T. James Fernley, Secretary-Treasurer National Hardware Association.

"Cooperation between retailer and wholesaler will be in terms of service because the retailer who has not completed getting his inventory into proper balance will wish to buy in a hand to mouth fashion, so that he may turn over his merchandise with greatest frequency to make up for that portion of his capital which is locked up in slow selling goods or in overstocks.

"Members of our Association are eager quickly to arrive at a price level which will appeal to you as retail hardware merchants and which will appeal to your customers, particularly to those who are selling agricultural products at pre-war prices.

The interchange of ideas both between retailers and between wholesalers may well serve to tell us wherein we may lower our cost and more attractively present our merchandise to the consumer.

"Every member of the National

Hardware Association is prepared to give you cooperation and is striving to serve you efficiently and seriously in this readjustment period.

"They are prepared to continue to demonstrate the advantages flowing to you through the opportunity of quickly securing merchandise at the lower current price levels, so that the effort to build up a good volume of sales may be successful."

At the end of Mr. Fernley's address the report of the Committee on Nominations was read and the following officers were chosen for the coming year:

President: MILES J. WATSON of Oberlin;

Vice-president: CHARLES MARTIN of Lancaster;

Secretary: JAMES B. CARSON of Dayton (re-elected);

Treasurer: JOHN F. BAKER of Dayton (re-elected);

Directors: C. A. GWALTNEY of Lockland, C. I. CROOKS of Van Wert, C. A. TOPE of Carrollton, and R. E. WARD of Andover. The holdover directors are: F. M. POT-

TER of Cleveland, W. G. GREINER of Toledo, A. R. SHIPLEY of Richwood, R. W. MCVAY of Bellaire, and ALBERT ZETTLER of Columbus. Retiring president CHARLES F. HAUCK of Springfield is also, ex-officio, a member of the Board of Directors.

Tuesday evening's session began at 7:30 o'clock with community singing. The first address of the session was delivered by Ralph B. Wilson, Director of Service, Babson's Statistical Organization, Wellesley Hills, Massachusetts.

Outline of Address by Ralph B. Wilson, Director of Service, Babson's Statistical Organization.

"1. Every cycle begins at the peak of prosperity, accompanied by large profits and high wages.

"2. This followed by a period of inefficiency, accompanied by declining bond prices.

"3. Next we have the period of dishonesty and profiteering, accompanied by declining stock prices.

"4. Then comes the periodical crime wave with declining commodity prices.

"5. Lack of confidence is then everywhere apparent, which results in general unemployment.

"6. People must then cut down living expenses, families double up, all of which results in declining real estate prices. This is the end of the general decline and improvement usually begins at this point of the cycle.

"7. Thrift becomes more evident and this results in declining interest rates, allowing banks to loan money to start new building and again set the wheels of industry moving.

"8. The unemployment period always results in greater efficiency, which is evident at this point in the cycle. Increasing bond prices are noticeable at this time.

"9. People become more honest, fairer prices are asked by both merchants and labor. We get a dollar in value whether merchandise or labor, which we did not get during the period of prosperity.

"10. Renewed religious interest is now evident, resulting in restored confidence, greater buying with the strengthening of commodity prices.

"11. This followed by great ac-

tivity in all lines, with labor fully employed.

"12. The cycle has been completed; extravagance and waste are again in evidence with high money rates.

"In periods of depression, the lender, the investor, the builder, and the producer succeed. The opportunities in 1922 will be for those in this group who substitute thrift for extravagance, industry for indifference, efficiency for inefficiency, honesty for dishonesty, and service for selfishness."

The second address on the Tuesday evening program was by



Charles F. Hauck, Retiring President.

Charles A. Otis of Cleveland, Ohio, on "Relation of Investments to Business."

Summary of Address by Charles A. Otis of Cleveland.

"Farming is the basic business of the country, on it depend the automobile, the truck, tractor, the implement and other important national industries. If all these industries slump through the plight of the farmer, they naturally carry down with them other industries. As I see it, the hope of the hardware industry lies in how soon the agricultural industry revives.

"If it be true that the hardware business depends on the farms, how is the hardware business also affect-

ed by other economic factors? Take foreign trade. Any slumping in foreign trade reacts against the farmer, for when there is no market for farm products abroad, the prices in this country are depressed.

"Purchasing of hardware supplies on the part of jobbers and automobile and other vehicle manufacturers in the central west is beginning to pick up. The Cleveland Hardware Company is now employing 1,000 men as against 200 on January 1st. People lived in 1921 on the surpluses of 1920. Today we are approaching the time when these stocks will have been entirely eliminated. They will have to be replenished, and one order for almost any kind of hardware will extend right back the line to the producer."

Wednesday, February 15, 1922.

A discussion of "Credits and Collections" led by W. C. DeWeese of Delphos was the first feature of Wednesday morning's program.

This was followed by the annual address of President Charles F. Hauck. Among other things, he said:

Extracts from Address by President Charles F. Hauck.

"I am thoroughly convinced that one gets out of Association work in proportion to what he puts into it, and as a result my year's experience as your President has broadened me in many ways and given me better views on many matters pertaining to the Association's welfare.

"During the year it was my pleasure to travel by automobile in company with our most efficient and affable Secretary, visiting many hardware stores in the northern part of the state. I endeavored to learn personally what the Association could do to help the dealers and incidentally inquired as to service rendered from our Secretary's office. I am pleased to say that in every instance the work and service rendered by our Secretary was highly commended.

"We will have as always, the pessimist and optimist, but what we need now is business men who are 'pepimists.' Such men will get up

and do the things that will make for better business. Where reserves have been laid aside during prosperous years, it seems to me 1922 will be the logical year to expend a part at least in increased advertising. I believe that business will be produced at a lower cost this year than would be possible by playing a waiting game and then attempting to retrieve later.

"The careful reading of trade journals pertaining to our business, especially the reading of market reports and endeavoring to memorize the important changes, will enable us to buy better and in proper quantities.

"Before closing, I desire to thank our officers and Board of Directors for their loyalty and time given for the transaction of the Association's business. I also wish to thank all of you for the many courtesies shown me throughout the year."

President Hauck's address was followed by the annual report of Secretary James B. Carson, the main paragraphs of which are herewith reproduced.

Encouraging Paragraphs from Report of Secretary James B. Carson.

"Here you have a gathering of our members from all parts of our state, many of them conducting the same kind of business, that is carrying the same lines of goods, with different degrees of success. If your inventory just made does not show that you have been conducting your business as you should have done, let's find out where our mistake is and correct it. This is the real object of this convention.

"A store that finds itself today on the verge of bankruptcy after five prosperous years, is like some of the waste land in the western part of our country that has been reclaimed by irrigation. This land had everything needed to raise wonderful crops except the one thing, moisture. And so it must have been with the store mentioned, it had everything needed for its success except the one thing, management.

"Now this member should never go home from this convention until he has found out from some other member just how he managed his

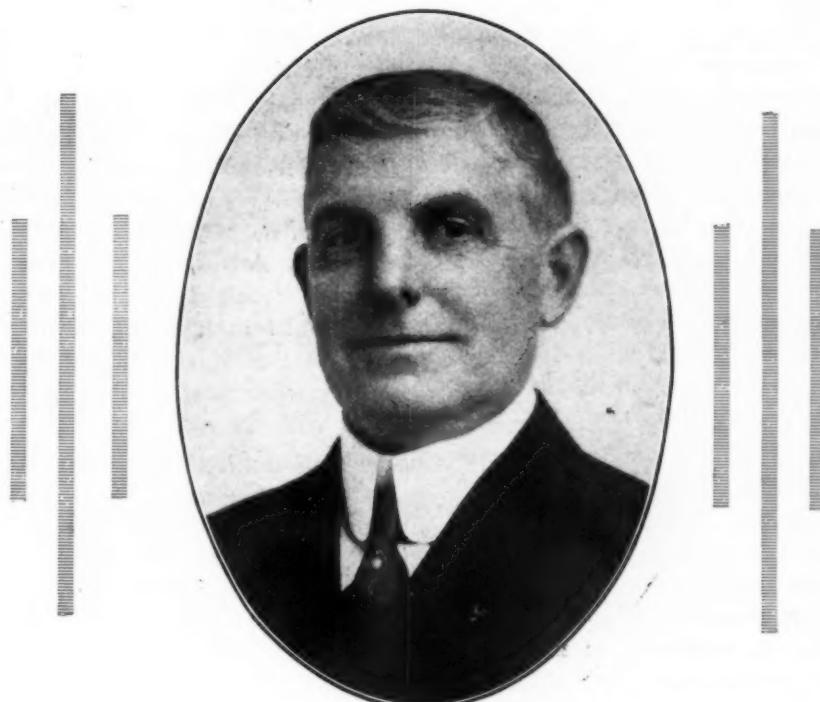
business and then checked his own management until he found just where the trouble was. Don't be afraid to acknowledge your mistakes, you can never correct them until you do. This is a question of dollars and cents with you.

"If you are going behind, don't be afraid of some one finding it out. Don't be afraid to tell some other dealer just what your inventory showed. It is the member who always is hunting some way to help his business to make a better showing the coming year than it did the past, who forges ahead.

"We have heard and are still hearing a lot of talk about getting back to normal. Why do we want to go back? Why don't we look to the future and try to figure out what the conditions are going to be

"We want you to take advantage of the hospitality of the Columbus manufacturers and jobbers while here and make them feel that you are having a good time. Especially do we want the lady visitors to do this for it is they who have planned for their entertainment, the special features of amusement for the ladies referred to in our program. We want our visiting ladies to get acquainted with the Columbus ladies, the best friendships ever made have been made at our hardware conventions. Let's make this a week of real pleasure and it will be sure to be a week of real profit.

"Last year we reported 1,351 active members and on the first of February when we closed our books, we had 1,478. We are proud of the growth in our membership and



James B. Carson, Re-elected Secretary.

and then fit ourselves as best we can to meet them?

"The meetings of the local organizations through the year, have been a wonderful help to our members in all parts of the state. We hope the coming year will show even more interest in local work because the only way to correct evils, is to discuss them in meetings of this kind.

we are proud of the usefulness of our association to its membership and we feel sure that you believe it to be in a very healthy and prosperous condition."

The annual report of Treasurer John F. Baker of Dayton came after that of Secretary James B. Carson. This was followed by a meeting of the Insurance Department and election of officers of the Ohio Mutual

Hardware Insurance Company. J. P. Duffey of Greenville was re-elected president and George M. Gray of Coshocton was re-elected secretary.

Two addresses concluded the morning session of the convention. One was by W. H. Rattenbury of New Britain, Connecticut, on "Slumbering Profits," and the other by F. E. Strong of Battle Creek, Michigan, "Ethics and Business."

Wednesday afternoon was spent in visiting the Hardware Show at Memorial Hall and buying goods from the exhibitors.

Thursday, February 16, 1922.

Albert Zettler of Columbus, ex-president of the Ohio Hardware Association, led the Question Box discussion of Thursday morning's session on the subject of "Following Market Declines." He reviewed the situation briefly in these words:

Digest of Albert Zettler's Talk on "Following Market Declines."

"There has been so much said and written on the subject, 'Following Market Declines'. The retail merchant, especially the retail hardware merchant has been admonished so persistently to follow market declines, it would be superfluous or a repetition for me to attempt to add anything to what I consider has been so completely covered.

"It has occurred to me, however, that in the overanxiety of some hardware merchants promptly to follow market declines, and thus escape the odium of being classed profiteers, they have in many instances preceded anticipated declines in remarking their stocks, thus causing not only a direct unnecessary loss to themselves, but causing confusion and loss to all other merchants within a radius of their influence.

"To follow market declines conscientiously is not only your duty, and a square deal to the public (your customers) but it is good business policy for you. To precede market declines is not a square deal to yourself, and is not at all expected or demanded by the public. The public demands nothing more than a square deal and they should have it.

"Do not mark your merchandise on a rumored decline. Be sure you have your information from the right source. You would not—without verification—accept as correct, a rumor of a price advance. Why, then, accept—without verification—a rumor of a price decline.

"We are now experiencing a business period which demands men of courage—men whom Dame Rumor will not cause to lose their better judgment. There is now no room for the business weakling or business coward. He must, and will be pushed off, and fall by the wayside."

The session finished with a Question Box exchange of ideas on "The Implement Business for 1922."

Thursday evening the annual theater party for all members and ladies was given at Keith's Theater.

Friday, February 17, 1922.

The final session of the convention Friday morning was rendered uncommonly interesting by a discussion of "What a Woman Can Do in a Hardware Store," led by Mrs. J. O. Wylie of Bethany, wife of one of the members of the Ohio Hardware Association.

After receiving committee reports and transacting other routine business the convention adjourned and the remainder of the day was spent with the exhibitors.

Conventionalities.

Charlie Gohmann, assisted by Frank E. Vernia, John Shoemaker and David Lewis, entertained the many visitors to the booth of Gohmann Brothers & Kohler and booked many orders for "Pointer" kitchen ranges in plain and enameled designs.

J. Strahlendorf and L. Lawson, of the Peerless Foundry Company, had a busy time pointing out the important features of the Peerless "Pleasant Hope" and "Peerless" line of warm air heaters. Their new "Peerless, Jr.," attracted much attention.

E. L. Cowen and H. E. Whyte were on deck with the Valet Auto-Strop razor line and had many compliments on the new one dollar outfit.

Right inside of the entrance, For-

est E. Trees and Ray C. Thomas held forth with the CaloriC pipeless warm air furnace.

W. Duffett, of the Auto Wheel Coaster Company, was "on the stage" as usual and entertained his many visitors by showing how easily his play wagons run. He says it's the patented hub that does it.

R. M. Nicholson, assisted by S. H. Keller, A. E. Watson, H. O. Wilson, H. P. Resch, Emil Baechel, W. S. Fulton and J. B. Montgomery, took excellent care of the many visitors to the booth of the Berger Manufacturing Company, who came to learn of the Berger products.

President W. H. Hill, of the Fox Furnace Company, greeted many friends at the "Sunbeam" booth. He was ably assisted by Ray E. Taylor, F. C. Millard, E. H. Skinner, H. B. Krechler and P. A. Patterson.

W. D. Lackey and C. A. Cline, of the Foster Stove Company, had many friends call on them to place orders for kitchen ranges.

Henry A. Squibbs headed a large delegation of American Steel & Wire salesmen, consisting of E. H. Guise, C. M. Burns, E. J. Wightman, Frank Hornung and E. J. English.

"Bill," Arthur and G. V. Lamneck and F. F. Foster were on deck with the complete line of the W. E. Lamneck Company; they sold warm air furnaces, wall pipes, registers, as well as their special stove pipe elbows, which certainly do look fine.

E. E. Kunkel and J. Y. Hicks are ready to take oath and prove that the Monarch malleable coal range and the Paramount malleable combination range is the best value in the market, and from the orders they booked there is reason to believe that hardware dealers were convinced.

G. A. Bowers and G. E. Barker, of the Cooperative Foundry Company, took great pride in pointing out the important features of their Red Cross warm air furnaces, combination enameled and plain steel ranges.

In the booth of the Majestic Company, the handsome effects in which the famous Majestic register is made, were pointed to their many

visitors by D. A. Purviance, M. K. Ransburg and H. L. Wyant.

It just beats everything the way those salesmen of the Copper-Clad malleable range outfit talk about their boss. They actually say that Lloyd Scruggs would rather think up something new that would make his range worth more to the housewife than have a rich uncle die and leave him a million dollars. J. F. Schringer and E. W. Curry were in charge of the Copper-Clad booth.

Charlie Hall, the everlasting Treasurer of the Indiana Retail Hardware Association, was late in getting here because he had to fill his own chair as President of the Indianapolis Rotary Club at its meeting Tuesday, the Vice-president being called away because of death in his family, but he made up for it by talking to at least two prospects at a time, and it seemed to be necessary for him to do so all day and he declares that he booked a lot of orders for Victor all-steel warm air furnaces.

Hugh Diamond, the Harry Launder of the Hardware Clan, surely can sing and tell stories almost as

well as his famous fellow countryman.

C. R. Bloom, of the Meyer Furnace Company, circulated among the hardware men and greeted many friends who placed orders.

G. E. Shudney and J. A. McCall had a busy time showing the fine line of the Tinnerman Stove & Range Company. They report a considerable lot of business signed up, both in their coal and their combination ranges.

C. L. Thomas, M. B. Armstrong, W. H. Helper, J. W. Ketchum and Charles H. Saunders, of the Thomas & Armstrong Company, had trouble taking care of their many visitors who wanted to see and hear about their finer sheet metal garages, watering trough, etc.; their booth was one of the busiest corners in the exhibit hall.

E. R. Porch, District Sales Manager of the Cleveland Metal Products Company, had a large staff of salesmen to help him book orders for Perfection oil heaters, oil cook stoves, Aladdin aluminum and enameled ware. He was assisted by G. A. Johnson, E. M. Stiles, M. C.

Pugh, C. A. Young, Lawrence Reed, J. A. Grubb, Ralph Woodhead and H. E. Brown.

S. F. Perrigo ("Dad"), A. Mertz and A. W. Witgen were busy with the many dealers who like to sell Silver Steel saws and other tools. Dad says that he feels that 1922 will be a good year for hardware men who go after the tool business.

E. L. Peterson circulated among the many friends of Follansbee and the Security Sheet Metal Products Company.

Haynes-Langenberg Manufacturing Company had a booth right at the entrance of the exhibit hall, and the nickel plated miniature model of their Front Rank warm air furnace caused most of the furnace men to stop. A. F. Fanning and H. G. Beaman were in charge.

The Henry Furnace & Foundry Company were ably represented by R. C. Dean and J. H. Kennedy.

R. J. Fulton, Sales Manager of the Hoosier Stove Company, booked enough orders to make him say that business was picking up considerably.

Big Attendance Adds Enthusiasm to Pennsylvania and Atlantic Seaboard Hardware Association's Convention.

Twenty-first Annual Meeting of the Organization Shows a Steady and Continual Growth in Membership and in Positive Achievements.

The Twenty-first Annual Convention of the Pennsylvania and Atlantic Seaboard Hardware Association opened Monday evening, February 13th, in the Rose Room, Bellevue-Stratford Hotel, Philadelphia, Pennsylvania, and was called to order by C. W. Asbury, who said:

"Your Committee has placed upon me a great honor in asking me to preside over this great gathering tonight, and it is highly appreciated by me, particularly as this meeting records your twenty-first birthday.

"I understand in the strenuous year of 1921 that you scored in your business an increase of 33 $\frac{1}{3}$ per cent. Not many organizations are so well manned as to be able to

say it. You have the accomplishment—an organization of nearly two thousand members.

"You now represent the largest Hardware Association, except, of course the National, in the world. Such an accomplishment should have due recognition. You will have it. I predict for you further growth. I have a sincere hope that you will attain it.

"It has been deemed wise that you should hear from one of the leaders in finance of the City of Philadelphia. It is: with great pleasure and I deem it an honor to present to you Mr. John H. Mason, president of the Commercial Trust Company of Philadelphia.

Mr. Mason spoke in part:

"I am not looking for any boom or anything like that, but I am quite confident that the coming Autumn is going to see a marked change in business for the better and the up-raise I hope that you all will feel. I feel optimistic about this thing; we have gone through pretty rough waters.

"Two things we want to bear in mind. They are these: The present agitation in and out of Congress on the subject of the Allied Debt is one and the other is what I fear Congress will enact at this session, and that is the so-called bonus bill or adjusted compensation.

"The bonus bill has a tremendous bearing on future business.

"I would gladly see if necessary the two billion and a half dollars put on us in taxes, no matter how heavy it might be upon us, if that is the sum that is necessary to play fair to the men that fought for us. That is what we want to do; but the men that came back well and perhaps in better health, I can not believe that the red-blooded men of America ever can believe that they want to be paid for loyalty and patriotism.

"The bonus bill is an economically unsound thing, and the well and healthy soldiers who wore the uniform of Uncle Sam do not want—I do not believe they want—to be paid for doing right."

Mr. Asbury then introduced Fred D. Van Amburgh of New York City.

Quotations from Address by Fred D. Van Amburgh.

"Before I talk upon my subject, 'How to Fail,' I want to tell you what happened to me on my farm recently. I am a farmer when I am not working. Two men were crossing the meadows when one said to the other: 'I tell you business is all shot to pieces,' and the other fellow said: 'Hark, Frank, I can hear a cricket.'

"Why, men, you can hear a cricket sing in the very presence of a pessimist. Why, I would sooner associate with a pole-cat than with a pessimist. You look in your dictionary and find the definition of a pessimist is one who believes in fatalism. I believe in common sense, common sense that brings courage.

"I want that courage of old George Washington; he lost nearly all of his great battles but he won his last one, that is courage. If a man has common sense he has courage."

Tuesday, February 14, 1922.

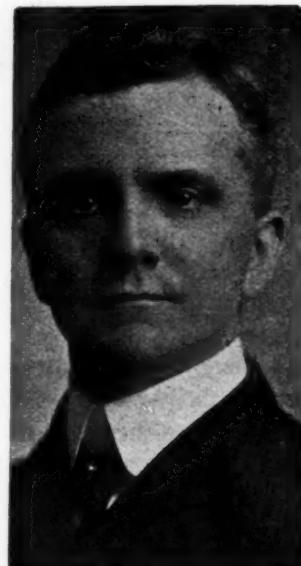
The morning session began with the message of Daniel Rinehart, president of the Pennsylvania and Atlantic Seaboard Hardware Association. The chief parts of his address are as follows:

Extracts from Address by President Daniel Rinehart.

"Today business men must give

thought to conditions as they exist. They learn by experience that they can not stand alone in the study of the many intricate problems that come up in every day business. The ability of our members to think in terms of the other fellow has made our Association strong and influential. It is this spirit that is today helping many a dealer over the rough places.

"For some years it has been my desire that the traveling hardware salesmen might become a part of



Sharon E. Jones, Secretary.

our organization. I could not help believe that this army of salesmen, 'angels of commerce,' as they are sometimes called, would be a most valuable asset to the Association and that we would be of considerable assistance to them.

"The success of our membership campaign was due largely to the influence of these salesmen who passed along the good word as to why all dealers should become affiliated with such an organization. The proposition was placed with the advisory board which body reported favorably at our meeting in Louisville, Kentucky. At this meeting it was unanimously decided to recommend the admission of traveling hardware salesmen as associate members. It is my sincere hope that our Constitution will be so revised at this Convention as to permit us to throw open our doors to these traveling encyclopedias.

"Business men should take more interest in the making of our laws. We need business men in our Legislature. In justice to ourselves and to our business we must take a hand in the legislation of our State and of our Nation, otherwise we will have ourselves to blame for laws designed apparently for the sole purpose of paving the way of the politician by penalizing the business man.

"I feel that I cannot properly close this report without paying tribute to my fellow members of the official family who gave so freely of their time during my term of office. These men responded to every call upon their time most generously, these calls coming oftentimes in their busiest seasons when they could least afford to leave their own affairs without making a great sacrifice. I desire to take this opportunity publicly to thank them."

At the conclusion of President Rinehart's message, Secretary Sharon E. Jones read his annual report to the convention. Herewith are reproduced some of its interesting passages:

Extracts from Annual Report of Secretary Sharon E. Jones.

"We have just reached our legal majority as to number of years, this being our twenty-first birthday, and it is with great pride that I stand in your presence as your secretary.

"Our Association has had the unusual experience of a steady and continual growth in all of its activities without experiencing any reverses, infectious diseases or organic trouble so that there has been no need for expert advisors, surgical operations, undertakers, receivers or reorganization, for the reason that our predecessors who are responsible for the conception and the bringing to life of this great organization were men with vision and planned well for the growth and perpetuity of this institution.

"Much has been said the past two years on the subject of price service and your secretary has made an honest effort to find some jobber who could furnish a service that would be satisfactory to our mem-

bers, but up to this time we have been unable to make connection with any concern who could furnish it.

"It is true that some of our sister associations are getting a service in the North and Northwest, but the service which they are getting is adapted to their territory and would not be entirely satisfactory to our membership. I am anxious that this matter should be brought up on the convention floor and freely discussed.

"One would think the insurance feature need not take up any of the time of this convention because if there is any one feature of the association service that has been advertised and incessantly talked of and made the most of it is our Insurance Department, but some things that have occurred recently compel me to say a few things on this subject.

"Men seem to have the idea that when the insurance company issues a policy to them they are protected for that amount against fire regardless of the cause of the fire or as to the accuracy of the application on which the policy was issued, but they discover this is a false notion when the adjusters appear and compare the actual conditions with those mentioned in the policy contract.

"Our exhibitions have shown a steady growth since the first one was held, and the records show that we have never taken a step backward in the matter of interest, attendance or volume of sale. Rather does the record show a marked increase in the interest manifested by the members, the non-members, the manufacturers and jobbers, and a marvelous increase in the volume of business transacted on our floors between the exhibitors and our members and other merchants attending until the figures have gotten beyond our comprehension. The last two exhibitions of 1920 and 1921 being held at a time when conditions were most unfavorable showed an increase of 100% over the sales of 1918.

"Now, last but not least, I have another item of pleasant news that

will make you happy I am sure, and it is this: the Executive Committee at its last meeting, unanimously decided in favor of creating an auxiliary to our association to be known as the Associate Membership, composed of the representatives of the manufacturers and jobbers and their sales managers.

"I want to thank the members of our Executive family, and the members of our Association who have rendered me most valuable assistance the past year in our work, without which it would not have been possible to accomplish the work that has been done.

"I also want to thank the loyal traveling men who have always championed our cause and stood by us at every turn. Much of the success of our recent campaign for new members can be attributed to these traveling men.

"Now finally, brethren, we have had a year of the most remarkable success in our history. Every department of our work has prospered beyond our fondest expectations. Nothing has happened to mar our pleasant relations or even to give us anxiety. Unity and harmony have prevailed on every side and all of our efforts have been rewarded with phenomenal success."

Wednesday, February 15, 1922.

Herbert P. Sheets, secretary-treasurer of the National Retail Hardware Association, was the principal speaker at the Wednesday morning meeting. He said in part:

Suggestive Paragraphs from Address of National Secretary Herbert P. Sheets.

"Few wholesalers but will agree that it is advisable and unprofitable to sell the retailer more goods than he needs, or goods for which he has no market. Such overstocking is much less frequent than in the past, but it should be wholly eliminated.

"A worse practice, not at all notable for its absence, is selling a hardware merchant ample goods for the needs of his community and then demoralizing business for everybody by selling similar goods to the general store, grocery, and others.

"Equally subject to criticism is the too common practice of selling hardware to all classes of merchants, when the local hardware men are customers of other wholesalers.

"If the hardware jobber's function is to supply retail hardware stores, such methods can not be justified by the jobber's desire to sell goods in every town.

"Nor should we overlook the tale-bearing salesman; the salesman who does not hesitate to gossip about the men from whom he makes his living; who tells one dealer about the shortcomings of another; and perhaps a third about the lack of business virtue in the second.

"The salesman has a most impor-



Ernest Johannesen, First Vice-president.

tant function, with numberless opportunities to use his time and talents constructively. He will serve his employers, his customers and himself much better by following such a program and forgetting gossip. And the retailer can use his time to much better advantage than listening to gossip about his business neighbors.

"Each factor in distribution has his burden—and his opportunity. That burden—and that opportunity—cannot be shifted. Buck-passing may divert attention—for a time; but it cannot transfer responsibility, and it certainly does not inspire confidence and good will.

"It is the manufacturer's province to reduce the prices of his products, not for altruistic reasons, but because it is a sound business policy.

"He then has a right to expect that the wholesaler will promptly pass such reductions to the retailer and that the retailer will in turn give the consumer full benefit.

"High prices can not long be maintained by anyone. Competition soon forces the issue for the man who does not act voluntarily and promptly.

"The retailer is in business to make money for himself, but the only way he can make his business pay is through efficient service to his customers and constructive interest in his community.

"For most of us business life is comparatively brief. After a few years we pass along and our places are taken by others. What shall it profit us to gain financial means at the cost of integrity?

"The Golden Rule in business is not an abstract idealism, but a practical principle for daily application."

At the afternoon session, Ernest Johannesen, first vice-president of the Pennsylvania and Atlantic Seaboard Hardware Association, spoke on "Business and Business Ethics." Instructive paragraphs of his address are herewith quoted:

Quotations from Address by First Vice-President Ernest Johannesen.

"Hardware retailers have been unjustly accused of holding back trade revival by not meeting the price decline. We believe we have met it. If we have not, we have not been honest with our customer.

"Have we rendered the service we are charging for? Are we serving our trade in the best possible way, giving careful attention to his needs, carrying the stock he wants, according courteous treatment? If we are not, he will demand it; and if we fail, we can not expect to hold him. This is no time to lay down on the job. We must be alert.

"False Advertising.—The advertising clubs of the world have done much to correct part of the evil but

there is still much false advertising.

"You and I are advertising every day by the conduct of our business and by our conduct away from business. Do not condemn your competitor; he may some day be

your best friend. Do not cut prices to injure your competitor, for in doing so you may injure yourself. It is poor advertising. Be fair with your clerks and other help; it will prove profitable."

Better Business Is Forecast by Convention of Minnesota Retail Hardware Association.

President W. H. Ryan Declares That Hardware Merchants Are Looking Forward to the Year with High Hopes.

An attendance big in numbers and vigorous in enthusiasm distinguished the Twenty-Sixth Annual Convention of the Minnesota Retail Hardware Association, held February 14, 15, 16 and 17, 1922, in the Auditorium, St. Paul, Minnesota.

The importance of this year's meeting was strongly accentuated by President William H. Ryan, in his greeting to the members of the organization.

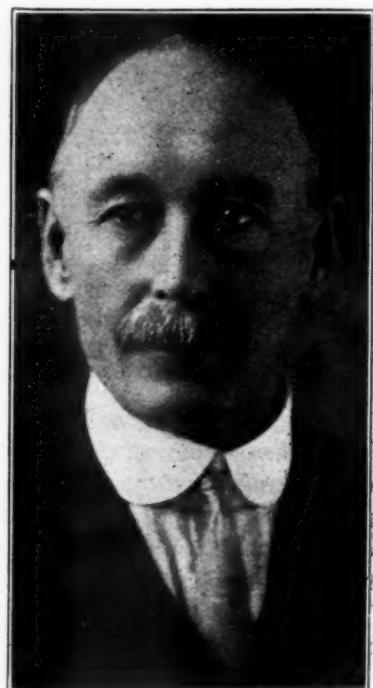
"There never has been a meeting of greater importance to the average merchant," he said. "Business has taken a distinct change in condition of merchandising since our last meeting.

"Last year it was a buyers' problem and now it resolves itself into a sellers'. This is a year when every merchant must help the consumer (the farmer) in every way, extending credit to those deserving assistance and in duty to ourselves at this gathering to devise methods whereby the undeserving do not get credit and thereby eliminating the merchants' greatest loss (bad debts).

"There will be no orators to take up the time at this convention, and I feel assured that among our twelve hundred hardware merchants there are some who can give the required advice better than those who only tell how it should be done and never have done it themselves."

At the opening session Tuesday afternoon, February 14th, after the President's address and the reports of the Secretary, H. O. Roberts, and the Treasurer, D. M. Andrews, a "policyholders' meeting" of the Minnesota Retail Hardware Mu-

tual Fire Insurance Company was held. The president of the Company, Charles F. Ladner, gave his annual report, showing a satisfactory state of affairs in this organization so closely affiliated with the Minnesota Retail Hardware Association. The chief points of President Ladner's address are as follows:



President William H. Ryan.

Synopsis of Report of Charles F. Ladner, President Minnesota Retail Hardware Mutual Fire Insurance Company.

"The fire insurance business last year experienced the same difficulties and adversities in common with all other commercial enterprises. A period of business depreciation and a deflation of values not only reflects itself in a largely reduced volume of business but in the case of fire insurance companies, there al-

ways is a very material increase of fire losses, so that fire insurance companies suffer at both ends, namely, the income is largely reduced by the greater number of cancellations and the outgo is materially increased by too many fire losses.

"When we consider that we paid out in losses last year \$185,000 more than the preceding year and that the placing of an additional volume of \$20,000,000 of new business on our books added considerably to our costs and we still show an increase in our assets of \$200,000, we again prove to you the merit of our mutual plan which speaks well for the safety of our company in the future.

"I consider it my duty to express my most sincere thanks for the able and faithful assistance given to you and me by our Board of Directors. Our Secretary, his assistants and our employes fully realize the responsibility placed upon them and their close attention and good work assures the continued success of our company."

One of the most instructive and helpful addresses of the convention was delivered by the Reverend Roy L. Smith, Pastor of Simpson Church, Minneapolis, Minnesota.

He took for his subject the significant topic of "The High Cost of Low Living."

Some of the salient passages of his speech are herewith reproduced:

Extracts from Address by the Reverend Roy L. Smith.

"I was once a preacher in Chicago, in the midst of the greatest hospital section in the world. More than thirty hospitals and medical schools were located within a mile of the place where I preached. That was not because I was preaching there, but I was preaching there because of the presence of those medical students and nurses.

"In that medical center I learned two simple truths. The first was that four out of five of all the diseases to which the human body is subject are traceable to two main causes—overeating and dirt. In one case good sense and self-mas-

tery are the best medicines in the world. In the other case nothing is better than Ivory Soap. That means that four out of five of the diseases of the world are unnecessary. When we learn to eat and wash we will be rid of them. Yet men and cities spend millions of dollars on doctors and hospitals every year. That's part of the high cost of low physical living.

"No man will be at his best intellectually, morally or spiritually until he is at his best physically. It is true that some of the great souls of the past have accomplished wonders with broken and diseased bodies, but it was in spite of their handicap and not because of it.

"I believe that we are living in the midst of the greatest bargain day in the history of the world. I have visited thousands of towns in the last fifteen years and found bargains everywhere—in country villages and in city streets. Bargains are teeming everywhere. They are not the bargains to be found on the shelves of department stores or in brokers' offices. They are the bargains of overlooked opportunities. They are the bargains of the commonplace. They are bargains which kings of a century ago would have traded their dominions for but which are now within reach of the humblest toiler in the streets.

"That man is the richest who has learned how to enjoy life the most. It is not a trained voice that makes the best music but a trained heart, *a heart trained to feel the song*. It is not the tone that makes the music, it is the soul. Anything that will make him in love with life is an educator for him. The study of literature, art, science, mathematics will do it.

"To live in this world of wonder, to walk daily in the midst of life, to stand in the presence of the great events of history and science and faith and not to understand them—this is to be poverty stricken. To be living in a time when all of nature and science and genius and intellect have exhausted themselves in an effort to make life wonderful, and not to be living a big life—this

is the high cost of low intellectual living."

"We have many problems and we expect to find a solution for some at this convention. The problem of credit, when to extend and how to take care of it after it is extended, is occupying our chief attention. We are doing a lot to solve the difficulty by our credit associations and modern accounting systems evolved for hardware stores."

Wants Repairs for Union Butter Churn.

To AMERICAN ARTISAN AND HARDWARE RECORD:

We would be pleased to have you advise us where we would be able to order repair parts for the "Union" Number 2 butter churn.

Yours very truly,
ROANOKE HARDWARE CO.
—, Illinois, February 3, 1922.

Adds Full Line of Hardware to Sheet Metal Shop.

In order to satisfy the growing demand of his trade, James W. Dow of Sanborn, Iowa, is adding a full line of hardware to his sheet metal shop.

He is kept busy with warm air heater installations, plumbing, pump work, and sheet metal jobs.

"Business is fair," he writes, "with good prospects for the coming season."

* * *

The man who buys low-priced articles is always having something "happen"—disappointment is ever present.

* * *

Window-Display Competition Will Soon End.

Less than a month remains before the close of AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition.

If you have not yet taken part in the contest, get busy.

Have photographs taken of your window exhibits. Write brief descriptions of the arrangements of the displays and enter the pictures and descriptions in the competition.

Suggestions and Plans for Window Displays.

Instructive Examples from Exhibits in AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition.

WINDOW DISPLAY OF PYREX DRAWS NEW CUSTOMERS.

In mathematics we learn that a line is the shortest distance between given points. They tell us that a line has only one dimension, namely, length. Also, they say that a point has no length, breadth, or thickness.

We can accept the teachings of mathematics but we can not imagine a point nor anything else for that matter which has no dimensions.

We require pictures in our mind in order to form ideas.

It frequently happens that our ideas are wrong be-

cause the pictures are wrong and are not accurate images of the objects themselves.

We can always get clearer ideas of the things we want by seeing or becoming acquainted with them through some of the other senses.

That is the big reason why window displays are such gainful agencies for making sales of commodities.

Very often, mere seeing of a thing creates desire for it.

We can read about an article of hardware without coming to a conclusion to buy it.

That is the reason, again, why every advertisement of the hardware store should be connected in some fashion or other with the window advertising of that store.



Window Display of Pyrex Cooking Glassware, Designed and Arranged by George C. Franklin for the Smith Hardware Company, Oswego, New York.

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That is the reason, again, why every advertisement of the hardware store should be connected in some fashion or other with the window advertising of that store.

The prospective customer who reads the store's ad-

vertisement in the local newspaper and who is induced thereby to come to the store or at least to look into its display windows, is likely to be favorably influenced toward the purchase of the commodities on exhibit.

Of course, this implies a certain amount of intelligence and sales effort in the arrangement of the window display.

Due regard must be given to the lighting effects, to price tags on the various articles, and to pleasing color harmony.

A study of the window display of Pyrex ware, reproduced in the accompanying picture, arranged and designed by George C. Franklin for Smith Hardware Company, Oswego, New York, will give a good no-

tion of the way to plan and execute resultful window displays.

The chief commodities shown in this window are a part of a nationally advertised line of glassware for baking and cooking purposes.

This feature of the window is evidence of good merchandising because it shows that the Smith Hardware Company takes advantage of the favorable impression already created in the minds of the general public by a widespread and persistent publicity.

According to the designer's description, light green oatmeal paper was used for the background, which was panelled with moulding.

Pedestals and stands made of stove pipe and shelving were covered with green paper to carry out the main color scheme.

The low stools used in the window are quart cans of paint, also covered with green paper.

In addition to the various Pyrex dishes, some electrical specialties and aluminum ware and glass bottom serving trays were introduced into the arrangement.

The Pyrex was placed on stands, pedestals and floor to show the most varied assortment carried by any store in Oswego. The highest stand in the center of the display had a nickelized electric coffee urn set in front of the tray, the tray making a frame for it.

Eugene Flagler Answers the Final Summons.

Famed for his courteous and friendly treatment of traveling hardware salesmen, Eugene Flagler of Dwight, Illinois, died recently at his home in that city.

He endeared himself to the hardware trade and earned the warm regard of his customers and neighbors by the kindness of his disposition, his sincerity, and his helpfulness.

AMERICAN ARTISAN Is Too Valuable to Be Without It.

As noted in our issue of January 21st, the Perryville Hardware Company, Perryville, Missouri, has been re-organized, Frederick Sutterer and his son, L. F. Sutterer, now owning the entire capital stock. They will operate as an exclusive hardware store, while the sheet metal and warm air furnace departments will be operated under the name of Lurk Brothers, the latter firm being composed of Joseph T. and William H. Lurk, former stockholders in the Perryville Hardware Company.

L. F. Sutterer has found out that AMERICAN ARTISAN AND HARDWARE RECORD is too valuable a trade journal to be without, as he writes:

To AMERICAN ARTISAN:

Please enter our name on your subscription list again. We tried to get along without your paper for about a year, but found it is too valuable to be without.

PERRYVILLE HARDWARE CO.

L. F. Sutterer.

Perryville, Missouri, January 18, 1922.

From the corners of the center stand trays were also hung in such a way as to throw them outward.

Liberal and judicious use was made of the advertising posters and placards of the manufacturers of Pyrex.

Reports of the results of this window display indicate that it proved attractive to men as well as to women and a gratifying percentage of the sales were made to men who had stopped to examine the Pyrex ware and other articles shown in the window.

Conventions This Month

New England Hardware Dealers' Association Convention and Exhibition, Paul Revere Hall, Mechanics' Building, Boston Massachusetts, February 21, 22, 23, 1922. Geo. A. Fiel, Secretary, 10 High Street, Boston.

Virginia Retail Hardware Association Convention, Roanoke, Virginia, February 21, 22, and 23, 1922. Thomas B. Howell, Secretary, Richmond, Virginia.

Missouri Retail Hardware Association Convention and Exhibition, St. Louis, Planters Hotel, February 21, 22, 23, 1922. F. X. Becherer, Secretary, 5106 North Broadway, St. Louis, Missouri.

Iowa Retail Hardware Association Convention and Exhibit, Coliseum, Des Moines, Iowa, February 21, 22, 23, and 24, 1922. A. R. Sale, Secretary-Treasurer, Mason City, Iowa.

Michigan Sheet Metal Contractors' Association, Jackson, Michigan, February 21, 22 and 23, 1922. Frank E. Ederle, Secretary, 1121 Franklin Street, S. E., Grand Rapids, Michigan.

South Dakota Retail Hardware Association Convention and Exhibition, Mitchell, South Dakota, February 21, 22, 23 and 24, 1922. H. O. Roberts, Secretary, 1030 Metropolitan Life Building, Minneapolis, Minnesota.

New York State Retail Hardware Association Convention and Exhibition, Rochester, February 21, 22, 23, 24, 1922. Exhibition at Exposition Park. Headquarters and sessions at Powers Hotel. J. B. Foley, Secretary, 412-413 City Bank Building, Syracuse, New York.

Retail Hardware Doings

Illinois.

Paul A. Seeger has purchased the hardware store of A. W. Nilles at 1910 Central Street, Evanston.

Fred L. Kelly became a partner with C. E. Cox in the latter's hardware business at Decatur.

H. C. Pickett, for many years hardware dealer at Altamont, has retired from business on account of ill health.

The A. W. Murray Company has sold their hardware store at the corner of Main and Bank Streets, Hooperston, to Luther E. Alkire, former owner of the business.

James Orr has purchased the hardware store of the late Eugene Flagler at Dwight.

Herman Rubin, who has been in business at 75th and Cottage Grove Avenue, West Pullman, has leased the store.

room recently vacated at the corner of 120th and Union Avenue and will carry a complete line of hardware and cutlery.

Gilbert Young of St. Charles, Illinois, has purchased a half interest in the Al Schweizer hardware store at Harvard.

Wilson Brothers, who have been in the hardware business at 39th and Cottage Grove Avenue, Chicago, for forty-seven years, have opened an additional store at 6233 Cottage Grove Avenue.

Ben Perkins of Vandalia has opened a hardware store. He has purchased the stock of the Vandalia Supply Company.

The stock of the J. Seeman Hardware Company of Greenville has been sold to R. S. Human of Memphis, Tennessee. It will now be known as the Hyman Hardware Company.

The hardware store of Lake City has been destroyed by fire.

Indiana.

J. M. Scantlin has retired from business. He has sold his hardware store at Princeton to Robert Howe.

Iowa.

R. C. Schultz has opened a hardware store at Auburn.

F. A. Leonard has sold his hardware store at Collins to W. L. Skinner of Mingo.

W. T. Petersen has sold his hardware store at Red Oak to Edward Thomsen of Charter Oak.

Two hardware stores have been destroyed by fire at Gray.

The Frankson Hardware store has purchased the A. E. Marsh Hardware store at Lime Springs.

The Central Hardware Company of Spencer has sold its stock and fixtures to the C. Ben Bjornstad Company and the Leach and Thompson Company.

Wilkins and Company of Oelwein have purchased the Putnam Hardware store at Colfax.

C. V. Kisner has sold his hardware store at Hanlontown to Bray and Hogan.

Kansas.

A deal has been completed whereby Clyde Tyler has become half owner of the Hood Implement Company at Columbus. The implement department will be known as the Tyler Hardware Company.

Kentucky.

W. H. Hamon has sold his interest in the hardware and implement business of Hamon and Redd at Cynthiana to John A. Stewart. The firm name has been changed to Stewart and Redd.

South Dakota.

The A. H. Williams Company of Sioux Falls has been incorporated with a capital of \$25,000. Incorporators are: C. E. McMillan, D. D. Bidwell and A. H. Williams, all of Sioux Falls.

The hardware stock of J. D. Merkel of Tyndall has been sold to R. M. Radak.

Study and Interpretation of Advertisements.

You Can Make Your Advertisements More Gainful by Avoiding the Faults and Profiting by the Good Qualities of Others.

Effective use is made of pictures to intensify the selling appeal of the advertisement of Glick's Hardware store, reproduced herewith from the *Columbus Citizen*, Columbus, Ohio.

Attention is particularly directed to the statement of the price of the



electric washer in the lower half of the advertisement.

Certainly, there is more chance of inducing people to come into Glick's for the purpose of buying an electric washer with the price told them in advance than would be the case if they were left in the dark as to the probable cost of the washer.

Glick's experience in successfully merchandising electric washers fully demonstrates the wisdom of this procedure.

Concealment, whether intentional or otherwise, incites distrust.

It is a needless waste of business and energy to be obliged to put forth special efforts to gain confidence which might have easily been won by frank statement of prices.

The adjective "unconditional" when applied to guarantee, makes the strongest possible appeal to the confidence of prospective purchasers.

This is what gives effectiveness to the advertisement of Bomar-Summers Hardware Company, reproduced herewith in one-fourth the original size from the *Louisville Herald*, Louisville, Kentucky.

A somewhat unusual feature of this advertisement is the selling arrangement set forth in the announcement:

"Furnaces sold on club payment plan. Terms vary. Some as low as \$25.00 down, \$10.00 a month until paid."

In certain neighborhoods, and particularly among workers who are paid only twice a month, this form of selling on the club pay-

susceptible to the prosaic charm of a coal heater when the mercury in the thermometer is stubbornly holding below the freezing line.

Indeed, there is no class of prospective customers impervious to the influence of such an advertisement as that of N. M. Ward, reproduced herewith from the *Versailles Republican*, Versailles, Indiana.

A SWEEPING REDUCTION In the Price of Coal Heaters

You can not afford to wait until next year to buy, when I will make you a price better than you will be able to obtain next year. We have on hand the KING CLEARMONT, a full line of Pensulars consisting of hard coal burners, hot and cold blast, and ordinary oaks. Also the Remow under feed, which is the best stack coal burner on the market; and several other kinds ranging in price from

\$15.00 to \$70.00

Come in and see these Stoves. The whole line is on the bargain list. Will ship them to any station in Ripley County.



N. M. WARD
HOLTON, INDIANA

A sweeping reduction in the price of coal heaters, verified by the conspicuous statement of prices in the same text, is bound to arrest attention.

In the original, the advertisement of N. M. Ward occupied a space of $7\frac{3}{4} \times 6\frac{3}{4}$ inches, so that the type was big enough to read with the utmost ease.

There is no mistaking the positive bargain offered to the buying public in this advertisement.

Consequently, the statement in the first paragraph, namely, "You can not afford to wait until next year to buy, when I will make you a price better than you will be able to obtain next year," is free from any touch of exaggeration.

An inducement is made to prospective purchasers in the last paragraph in which the advertiser offers to ship any of these stoves to any station in Ripley County, where his store is located.

Best By Every Test

GLOBE
PIPE and PIPELESS
FURNACES

You will agree that a manufacturing institution with over fifty years of experience and continual application of most thorough research and investigation has caused the development of the best furnace. Please, therefore, should know how to build good furnaces and how to buy them. The Furnace Department will gladly show you just how good the Globe Pipe and Pipeless Furnaces are. They have full-time protection through the furnace-dealers unconditional guarantee.

FURNACES SOLD ON CLUB PAYMENT PLAN
Terms Very—dear as Low As
\$25. Deposit, \$10 a Month Until Paid.

City 8360 — PHONES — Main 93
818-817 WEST JEFFERSON AVENUE

BOMAR-SUMMERS
HARDWARE COMPANY

ment plan is productive of a much larger volume of sales than selling by cash.

The losses on bad accounts are comparatively small.

The Bomar-Summers Hardware Company's advertisement is well designed and gives an impression of truthfulness and sincerity.

* * *

Even a poet whose thoughts are of daffodils and gentle zephyrs is

Facts of Warm Air Heating and Ventilating.

Reports of Progress in Warm Air Heater Research Work. Ventilating Factories, Theatres and Other Buildings.

Tight Chimney Is Necessary to Insure Good Draft.

In the house organ of R. J. Schwab & Sons Company, Milwaukee, Wisconsin, manufacturers of GiltEdge warm air furnaces, there is always one or more articles of special interest to the installer who wishes to keep posted on what is going on in this field.

The following is an extract from one of these instructive articles and has reference to the importance of having a properly constructed and tight chimney:

"A warm air furnace installer need not be a veteran to have learned that poor chimneys are the bane of the heating man. Though experience and experiment have developed certain rules, which, if followed by architects and masons, would result in chimneys of proper height and sufficient area, these rules are often either ignored or unknown to one or both of these parties, resulting in discomfort and expense to the occupant of the house and blame to the heater and the furnace man. The blame rightfully belongs to the chimney and the architect or builder. The contract form which our company furnishes to heating men embodies the clause, 'And also furnish for said furnace a good and sufficient smoke flue separate and apart from all other flues,' whereby the owner makes himself liable to furnish a sufficient flue for the furnace. There is unfortunately an inclination on the part of the average installer to take a chance. He measures up the house, to determine the size, location, etc., of his installation, but does not measure the chimney. Volumes have been written on this subject and more volumes could be written on it without exhausting it.

"Even if a chimney is built of proper area and a proper height,

and is not encumbered with the introduction of other pipes than the furnace and smoke pipe, it may still not be a good chimney. What we wish to impress on both installers and builders in this article is that it is necessary to have not only a flue big enough in area, tall enough in height, but that it must be a *tight* flue as well.

A chimney unlined and built of single brick is a very poor type of construction. Almost everyone is familiar with chimneys in which time has disintegrated the cement or mortar and the elements have caused it to crumble and disappear, leaving only the relic of a chimney which is not a flue but a sieve. It would not be an unjust act, but a commendable act on the part of insurance companies to either refuse to insure buildings with chimneys of this type or to tax an additional penalty rating if such dangerous conditions are allowed to continue.

"The part of a brick chimney which first disintegrates is not the brick, but the bond; this is, the cement or mortar. This is where a good clay brick is used. We have noticed that often cement chimney blocks are being used for chimney construction. The greater porosity of this material allows the seepage of too much air to make it good material for chimney construction, especially where it is not used with a tile lining. And from the standpoint of lasting quality, the use of sand, lime or cement brick is worse, if possible, than the use of cement blocks. The writer had occasion only recently to inspect an old house in which the chimney was built with but a single thickness of cement brick without a lining. The draft was sluggish, due largely to the porosity of the material. You can not build a tight chimney of porous materials any more than you can hold water in a strainer.

"We dare say that the most prevalent type of factory chimney is not the brick chimney, but the metal stack. These chimneys usually have area and height. They do not possess the elements of thickness. They allow the flue gases to cool more rapidly than in any other type of construction, and yet they are favored because they do have the draft. The reason that they do have the draft is because they are high and *tight*.

"We are forced to conclude that the tightness of a chimney is more important than mere thickness. The height of the chimney will furnish the difference in weight of the air and flue gases required for a good draft, but any seepage or leakage into the chimney will tend to spoil this draft whether it be due to other pipes entering the same flue or whether it be due to poor construction or a constant general seepage due to porosity of materials. Therefore, do not accept a flue as a good and sufficient flue unless it is a tight flue as well as a flue of sufficient height and area.

"The heating man should be enabled to readily secure the cooperation of mason contractors, architects and builders generally, toward the adoption of a good chimney code. The following extract from the code adopted by Columbus, Ohio, impresses us as insuring proper chimney construction. We are quoting only those portions of the code applying particularly to the construction of residence chimneys.

"Chimneys in all buildings shall have walls at least 8 inches thick, if of brick, unless terra cotta or fire clay flue linings are used, in which case 4 inches of brick work may be omitted. Chimneys other than those built of brick shall have walls of at least 8 inches thick and shall have an additional lining of 4 inches of

brick or terra cotta or fire clay flue lining.

"Where the terra flue lining is used for the purpose of lining a chimney flue which is to be used as a flue for a furnace or boiler, the same must be lined throughout, that is, at least 3 feet 6 inches below the under side of the joist to the top of the chimney or flues. The masons when building a chimney flue that is to be used for a furnace or boiler flue *must first place the terra cotta lining and build the brick work around said lining and all end joints must be sealed perfectly tight with cement mortar, and the space between the terra cotta lining and the brick work must be slushed with cement mortar, so as to make the connection perfectly air tight.*"

"In conclusion, Mr. Heating Man, look over the chimney specifications as well as the heating specifications when you figure on a job and if you find the owner is contemplating the erection of an overloaded or inefficient chimney let him know about it and take his own chances, otherwise you will be adopting all the troubrous offspring of this condition. You know right well that if Willie leaves the window open up in the attic you are in for a calling down because the furnace you put in is causing an awful draft on the floor. Likewise the furnace is to blame if the windows are loose. You don't have to look for trouble, so put it up to the owner or builder in advance. We must have chimneys that will furnish the draft to the heater and to overcome the present condition it seems as though it is up to the heating men to make the owner loosen up enough to build a tight chimney. Insist that the cause we have quoted in paragraph one above, whereby he agrees to furnish 'a good and sufficient smoke flue' is a part of the contract as must be observed by him."

A man's reputation for wisdom depends less on what he really knows than it does on what he doesn't say.

Publishes Convenient Catalog of Warm Air Registers.

The seventy-sixth annual catalog of "T. & B. Registers and Fittings," published by Tuttle & Bailey Manufacturing Company, 2 West 45th Street, New York City, and 1123-1127 West 37th Street, Chicago, Illinois, is convenient in size and arrangement of material.

Its pages are helpfully illustrated. The descriptions are clearly written and the directions for ordering are easy to follow.

Moreover, the catalog is comprehensive for the reason that the Tuttle & Bailey Manufacturing Company makes every kind of warm air heater register, from an all-steel to a semi-steel or all cast.

Included in the fittings listed are stove pipe registers, furnace regulators, cold air shoes, dampers, and asbestos paper and paste.

Copies of this catalog No. 76 may be obtained by writing either to the New York or Chicago office of Tuttle & Bailey Manufacturing Company, given above.

Veteran Furnace Salesman Passes Away.

One of the oldest salesmen of the Wise Furnace Company, Akron, Ohio, W. G. Burks, passed away February 4th at Excelsior Springs, Missouri.

Mr. Burks had been with the Wise Furnace Company from the beginning of its organization and continually traveled the territory of Missouri and Kansas.

By his fair dealing his enthusiasm and happy disposition he developed a lucrative trade for the Wise Furnace Company's product in that territory.

Make Your Telephone Serve Your Cash Register.

You have a telephone.

Why don't you use it?

Oh, yes, you speak through the telephone frequently in answering calls or in making inquiries of your jobbers about delayed shipments, etc., but in reality you probably get

less than five per cent of the values of your 'phone for the enlargement of your business.

Your 'phone is an adjunct of your mailing list.

No doubt, you have a mailing list.

In that list are names of prospective customers. .

Perhaps, also you have a card index of certain items of interest concerning your customers, such as birthdays, forthcoming weddings, new houses in course of building, etc.

Why not use your 'phone to back up the message of the circular and other advertising literature which you mail to your prospective customers?

Jim Durkin, for example, has built a garage.

It hasn't been painted yet.

As far as you know Jim has not bought any paint for it.

It is all right to send him a lot of paint circulars but you would do much better to 'phone to Jim after supper and ask him how he is getting along with his new garage and is he ready yet to paint it.

It will be a comparatively easy matter for you to make an engagement over the 'phone with Jim to go over to his house and talk paint with him tonight or maybe tomorrow night or before the end of the week.

Take a few minutes off and sit down and figure out the thousand and one different ways that you can use your 'phone for keeping in touch with your prospective customers and for establishing friendly relations with them.

You can make a talk over the 'phone almost as effective as a talk face to face.

Your 'phone now is, perhaps, only an expense.

By using it properly you can make it an asset and a source of profit.

Don't spend so much time trying to get one new customer that you forget about keeping the old ones. It is worth as much to hold a customer as to get one.

Practical Helps and Patterns for the Tinsmith.

Aids to the Improvement of Craftsmanship and Business.
News from Various Branches of the Sheet Metal Trade.

PATTERNS FOR LONG RADIUS ELBOW.

By O. W. Kothe, Principal St. Louis Technical Institute, St. Louis, Missouri. Written especially for American Artisan and Hardware Record.

In designing piping systems, and the radius of the elbow, should preferably be in most cases, made

especially in smoke pipe work, which is very unsatisfactory for the efficiency of the draft of the furnace.

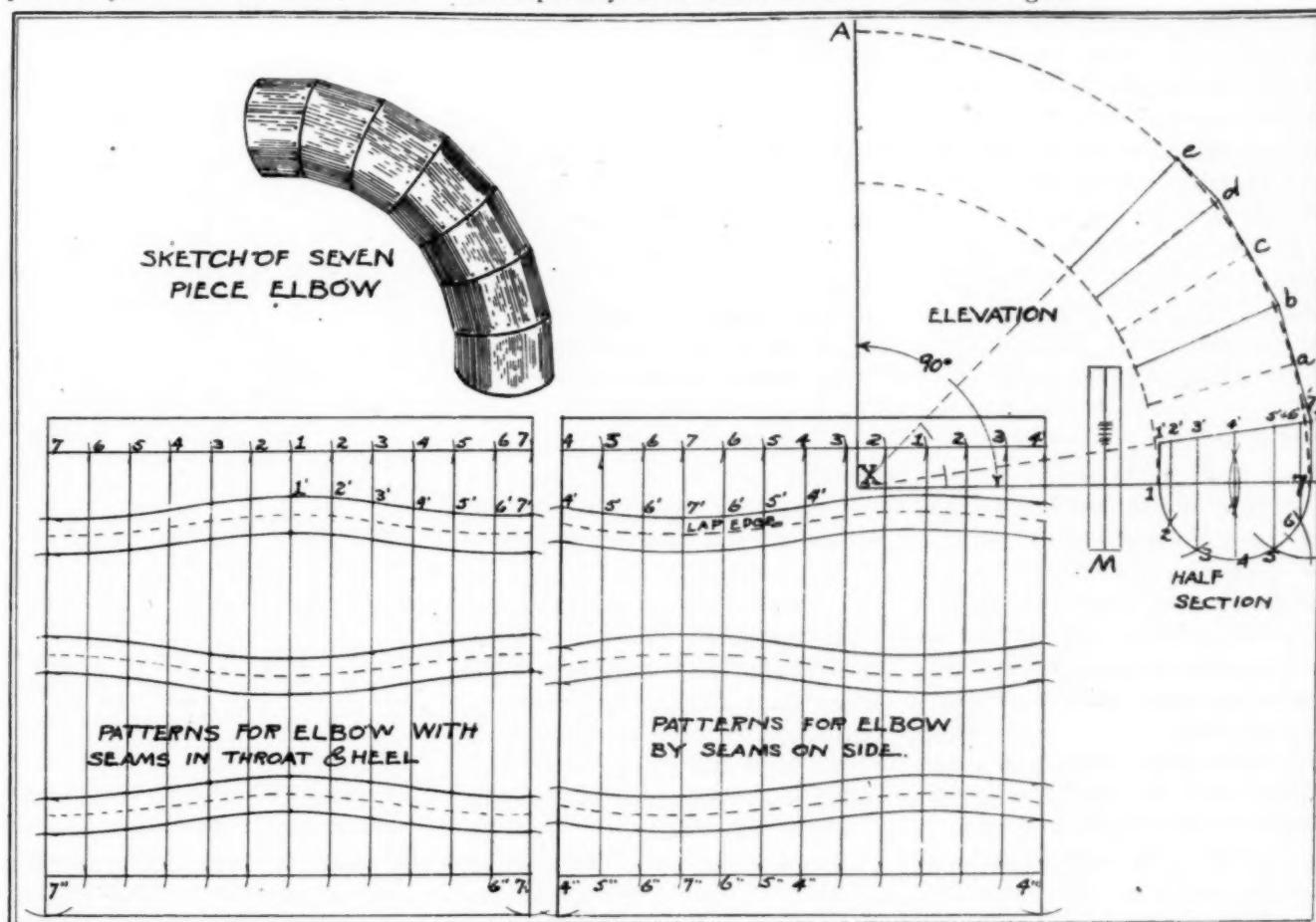
Of course, for smoke pipe long radius elbows as we show here, are not so common, but they should be preferred where they can be used.

In our case, long radius elbows are especially used where a fan is

each middle piece and one space for each end-piece.

By drawing a 45 degree line as X-e, we only need to divide half the arc in 6 spaces, which saves a little time.

The first space as 7' will enable drawing the miter line to X. The other spaces are not necessary to draw since they can be picked from the first gore.



Patterns for Long Radius Elbow.

equal to 2 times the diameter as the radius in the throat.

This makes a good curve and it offers the least resistance or friction to flowing material.

Most workmen design elbows by guess work, making this kind of a sweep or that kind of a sweep whatever fancy may dictate.

In altogether too many instances the square 2 piece elbows are used,

attached, thus making a forced flow or suction of air and substance.

So in our elevation, the distance X-I is made equal to 2 diameters, or the space X-7 is made equal to 3 diameters, when considering the heel of elbow.

From this vertex, describe the arcs of the heel and throat and divide the heel in 12 equal parts.

Observe this allows 2 spaces for

Now describe the semi-circle and the half section and divide in any number of equal parts.

From each of these points, square up lines to intersect the first miter line.

Particular attention should also be given to erect lines from points 1 and 7, because many workmen somehow have not reasoned out the reason for this.

On elbows having a few pieces, there is quite a difference made in this arc and the heel line, which will require some trimming, if not done properly.

In setting out the patterns, it is often convenient when working direct on the sheet iron, to pick the girth spaces from the semi-circle and set them on lines on the upper and lower edge of the sheet.

This enables drawing the parallel lines without squares, straight edges, etc.

Where seams are desired on the sides as is generally done in large radius elbows, we start transferring the lines from the side or line 4' in elevation using the base 1-7 to pick the length of line.

Observe the lines in the half-section are not used, since these are only used for squaring up lines into the elevation.

In this way, the lines of gore piece are picked and set in pattern as 4-4'; 5-5'; 6-6'; 7-7', etc., which enables placing the miter cut.

On this miter cut a lap edge should be allowed as shown by the dotted line and then this pattern is cut out on the dotted line and reversed, thereby making all the other patterns shown.

It should be stated that seams should always be made on the side, since that is the most serviceable and makes a stronger joint look better and saves considerable worry in assembling.

Observe where the seams placed in the heel and throat, especially the throat, considerable difficulty is always met with and owing to the narrow width of the throat line, this is always a source of bother, unless a person makes quite a few elbows right along to keep his hand in practice.

Where elbows are laid out with seams on the throat and heel, the same procedure would be practiced, only starting with the throat or heel line as shown in the pattern to the left. Otherwise the treatment would be identically the same.

Wise is the man who closes his face before he says too much.

Indiana Is Preparing for State and National Conventions.

Reports from Indianapolis indicate that the officers of the State and Local Associations of Sheet Metal Contractors are working hand in hand with the Jobbers' and Salesmen's Auxiliary, in the coming Convention.

The Executive Committee is composed of E. W. Norman, Chairman; H. A. Beaman, Ralph R. Reeder, Jos. C. Gardner, Joseph Mattingly, W. S. Waters, F. A. Wilkening, Paul R. Jordan, J. R. Strahlendorf and B. A. Epperson. This committee will hold frequent sessions at which time reports from all other committees will be acted upon.

Joseph Mattingly, President of the Local Association, together with President J. C. Gardner and Secretary Ralph R. Reeder have appointed their more important committees.

The Hotel Committee is composed of E. C. Folkening, Chairman; Paul R. Jordan, O. Voorhees, Albert Off, Harry Neal. This committee has succeeded in getting favorable rates from the leading hotels and has selected the Severin Hotel as Convention headquarters.

The Transportation Committee has been working out plans that will be made public later. Secretary Ralph R. Reeder will largely have charge of the Convention program and it promises to be of the same high order that characterized the last Indiana Sheet Metal Contractor's Convention.

Joseph Mattingly is Director of Exhibits. Those who were fortunate enough to attend the last Sheet Metal Exposition in Indianapolis will appreciate that this part of the program is in good hands.

The present arrangement of the Exposition is to have one hundred and two exhibits and Secretary Beaman of the Auxiliary reports that there are only a few spaces left and this part of the program will probably be closed within the next ten days.

The entertainment, reception and other committees will be appointed

this week and it has been arranged that these committees will meet together often until such time as the entire convention arrangements have been fully completed.

From all indications there will be a very large attendance at the coming convention. Notwithstanding that the meeting is several weeks off, it is reported that there are one hundred reservations at this time. The Hotel Committee is advising all those who expect to attend to make their reservations early as there are two other large conventions to be held in Indianapolis, May 15th to 19th.

Cadle's Auditorium with its 40,000 sq. ft. of space is ideally located for the convention as it is within ten minutes' walk from all leading hotels; six blocks from Traction and Terminal station; ten blocks from Union Station and is easily accessible by street car.

It is gratifying to know that many of the leading manufacturers of furnace and sheet metal contractors' supplies have taken exhibit space. From all indications, this will be the largest event of its kind ever held for the National Sheet Metal Contractors' Association. Much credit is due to the officers of the State and Local Association of sheet metal contractors and the Travelers and Salesman's Auxiliary for the splendid work that they are doing towards making the coming meeting a success.

More Zideck Articles Are in Course of Preparation.

More articles on automobile radiator construction and repair are in process of preparation by E. E. Zideck of Zideck School of Sheet Metal Trades, New York City, and will be published from time to time in the pages of AMERICAN ARTISAN AND HARDWARE RECORD.

Sheet metal mechanics desirous of improving their knowledge of the craft will find much help for that purpose in these clear and practical Zideck articles.

The man who does his best can trust the world to do its part.

Jim Kicker Was as Mad as a Wet Hen because Bailey Took a \$600 Job for \$200 Less Than It Was Worth.

But Greenberg Proved to Jim That It Was His Fault because He Failed to Do His Part in Helping Educate Bailey in Business.

Written Especially for AMERICAN ARTISAN AND HARDWARE RECORD by J. C. Greenberg, Cleveland, Ohio.

Jim Kicker was furious when I saw him last week. He was just fighting mad. Talk about a man having fire in his eye—Boy! Jim was the limit.

I did not know just how to approach him at first, but I did realize that something had to be done, so I just said, "Good morning," and waited for Jim to speak. He did speak, too.

"Talk about rotten competition," Jim began, entirely ignoring my "Good morning," "Talk about weak-kneed competition, just listen to this. There was a job to be done, and I bid on it, hoping to get it. When the bid was opened, there was a figure of two hundred dollars lower than mine, and the entire job was figured at about six hundred dollars as the highest bid. How in the devil can a fellow make a decent profit when there is two hundred dollars difference on a six hundred dollar job?"

Jim had to stop talking because he had run out of breath.

"How do they do it?" I asked, hoping that Jim would throw some light on the subject.

"I don't know," Jim answered. "But I can call Bailey up and ask him. He was the low bid, and actually took the job. Why the labor and material amounts to nearly four hundred dollars."

Jim got on the phone and called Bailey. Bailey answered, and on a suggestion to come over, Bailey said that he would come over at once. In a few minutes Bailey came in all smiles, and asked Jim what he desired of him.

"Bailey, I'd like to know just how you have figured that job so low?" Jim began, "I do not see how you can take this job and come out even, leave alone a profit. How do you do it, Bailey?"

Bailey thought a little, and then said, "Jim, I can afford to do that job at the figure I have named. You see, Jim, you big fellows have a big expense in running your business, and you have what they call overhead. It takes a lot of money to pay the rent you have to pay and you have too many men working which requires a large pay roll. In any case, I have no overhead, and do all of my own work. I have no rent to pay because I own my little building, and have no pay roll at all. So what chance have you got against me on this job?"

Jim and I laughed at this line of reasoning. We both knew that Bailey was all wrong, so we proceeded to tell him where he was mistaken. After we explained to him all about rent, light, heat, telephone, insurance, his own salary, and his profit as a business man, Bailey still insisted that we were wrong, and that he did not have the expense that we have enumerated.

In fact, Bailey had an idea that we were trying to put something over on him and left the place full of suspicion.

"Well, what do you know about such a sap head," Jim finally found breath to say. "Can you beat such competition?"

"Sure you can beat it," I said. "This kind of competition is all the result of your own neglect, Jim. You and some of the others in this town who are quite successful in the sheet metal business have an idea that you do not need to pay any attention to the little fellow. You have an idea that he should learn right business methods just as you have done. You neglect him, and let him grow up ignorant. You are making a whip which in time is used to whip yourself with."

"Aw, rats," Jim replied with dis-

gust. "If you have an idea that you can teach that kind of a fellow anything, you are mistaken. They have no brains, and when a man has no brains, how can he learn anything?"

"Jim, I am surprised at you," I said. "To think that you are so small as to think that men like Bailey can not learn. If a man can learn a bad habit, he can learn a good one. The fact alone shows that he can learn, but he does not know what to learn. He has brains, but he does not know in what direction to use them. It is up to you to teach them to be a good and fair competitor. How can he help his ignorance, when men like you will not show him the right light in business?"

"Listen, old friend," Jim answered, "if you think that I am going around to spread the gospel like an evangelist, you are crazy. I have learned my lessons in the school of hard knocks and bumps, and I am not in this business to be an angel for such fools like Bailey. Let him lose his money, I should worry."

"It is not the question of your doing something for him," I explained, "it is a question of making a decent competitor. You must meet such men every day, and you must cure them. If you do not make an effort to help them, you must suffer the consequences. If you help them build successful business you are thereby helping yourself. Can't you see, Jim, that competition is here to stay, and that if it is the right kind that you and everybody else will profit by it?"

"Yes. All that sounds good in the movies," Jim remarked, "but in real life it is every man for himself, and the devil take the hindmost."

"Jim, I declare you are the biggest boob in this town," I said with impatience. "You are selfish and cowardly. Let me just speak four little lines to you that will show you real business religion. These four lines will show you your duty.

"Give him the glad hand, he's slipping down hill—

He seems to think, the world's treating him ill.

Give him a smile, show him the road—

Help the poor devil carry his load.

"All that sounds good," Jim replied, "I am doing all that. I belong to the Association, pay my dues, go to conventions, what else can I do?"

"You can do a whole lot, Jim," I assured him. "You have an idea that because you pay your dues, and go to a convention that you have done full your duty. How often do you attend your Association meetings, Jim?"

"I don't attend the meetings at all," Jim confessed. "What is the use in coming to a meeting. They read the minutes, and then began to talk a lot of nonsense that gets my goat. There is no use in going at all."

"That is just the trouble, Jim, with all of you big fellows," I said. "You all think that you are too darn good to attend, and mix, and rub elbows with the poor little fellows. You have an idea that any sheet metal man who has only a flivver is not socially good enough for you. Just keep on thinking along that line, and you will suffer all the more. Remember, Jim, they are your competitors, not social members. Remember that they need your help and you must give it."

"How in Sam Hill can I help them if I do come?" Jim asked with contempt.

"They are suspicious that I want to squeeze them out. They will not listen to me or to men from the other big shops."

"Yes, they will," I insisted. "Just try to attend the Association meetings and preach good sense not criticism. Get up to the blackboard, and put a problem up for discus-

sion. Teach them what overhead is, and what profit is. You know all about this. Why don't you show your generosity to them and teach them to be generous to you? You are simply complaining, and that is all."

Jim smiled broadly. He was seeing the light himself.

How many of you big sheet metal men ever try to teach the little fellow anything? How many of you condemn the little business man because he is ignorant, and at the same time allow him to go on and on and all of you suffer?

Get wise to the fact that we are all our brother's keeper, and are responsible for his welfare.

Remember that cooperation is the life of the world. Ignore this, and you will be lost in a sea of discontent.

Mix—help the other fellow and thereby help yourself. Just think this over, and remember that unless you give your moral support to the uplift, your money as dues is worth absolutely nothing.

Be honest with yourself, and the world will love you.

Form Partnership in a Sheet Metal Shop.

Having purchased the old business stand of the C. F. Michaels Sheet Metal Works, 220 South Fifteenth Street, New Castle, Indiana, Elmer Livezey and Frank Wilkinson of that city have formed a partnership under the firm name of Livezey-Wilkinson Sheet Metal Works.

Mr. Livezey was in the employ of the late C. F. Michaels for a number of years before going into business for himself at 1228 Vine Street, New Castle.

Mr. Wilkinson is thoroughly experienced in the sheet metal trade from the administrative as well as from the mechanical side.

"We both enjoy reading AMERICAN ARTISAN AND HARDWARE RECORD and are benefited in several ways," declares Mr. Wilkinson, "besides having the pleasure of learning what others are doing in our line."

Is Elected President of Milwaukee Rolling Mill Company.

Charles A. Irwin, until recently Vice-President and General Manager of the Canton Sheet Steel Company, Canton, Ohio, has been elected President and Treasurer of the Milwaukee Rolling Mill Company, Milwaukee, Wisconsin, in charge of operations. His headquarters are in Milwaukee.

Mr. Irwin made his start in the steel business associated with his brother, erecting the Denison Roll-



Charles A. Irwin.

ing Mill at Canton, Ohio, in 1897—leaving in 1900 to become associated with the Stark Rolling Mill Company as Secretary and General Superintendent.

He resigned in 1908 and organized and built the Canton Sheet Steel Company in which company he acted as Vice-President and General Manager until it was taken over recently by the Hydraulic Pressed Steel Company, Cleveland, Ohio.

The Milwaukee plant is a very modern sheet mill containing eight hot mill units, with annealing and galvanizing departments, manufacturing black, blue annealed and galvanized sheets from 10 to 30 gauge.

It was completed and started operations in 1921. It is equipped with all the latest devices for economically handling sheet bars and rolled sheets.

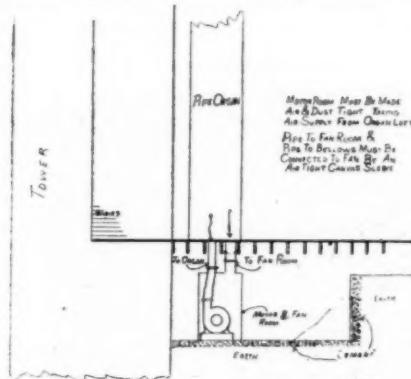
Suggest Way to Silence Noisy Blower of Pipe Organ.

To AMERICAN ARTISAN AND HARDWARE RECORD:

In your issue of February 4th, Mr. Drackert asks for a remedy for a noisy blower of a pipe organ.

As he gives only a floor plan, it is hard to say what the correct remedy should be.

I would suggest that a basement be made under the front part of the



church, large enough so that a fan and motor room can be built big enough to hold the plant and still have room for the caretaker to enter and easily get around the plant to oil and keep clean.

The room should be made of dry matched lumber, made airtight, and lined with a deadening felt (Cabots Quilt is good as it is fireproof).

Be sure that the door fits airtight also.

Be sure that the room is not fastened to the church floor. Have at least two feet between joists and top of room.

A solid connection between the joists and room would make the plan of no avail.

Run a pipe of the right size from the bellows to within about six inches of the top of the room, and connect it to the fan with a rubberized canvas sleeve.

Take another pipe from the floor of the organ left, and connect it in the same manner to an opening in the top of the room.

Experience proves that it is better to take the supply air from the organ left than any other place. (I will not take space to explain why now).

I am sending sectional sketch

which, I hope, will help you to understand my ideas.

If metal pipes are used on the fan or organ, be sure to have them made round as any other shape would be noisy.

WILLIAM H. GAST.

LaPorte, Indiana, February 13, 1922.

Detroit Sheet Metal Contractors Hold "Booster" Meeting.

The Detroit Sheet Metal and Roofing Contractors' Association gave a dinner and smoker Monday evening, February 13th, at the Tuller Hotel, which was in the nature of a "Booster" meeting for the State Convention of Sheet Metal and Roofing Contractors to be held at Jackson, Michigan, February 21st, 22nd and 23rd.

A. J. Rasch, secretary of the Association, reports the proceedings as follows:

F. E. Ederle, Secretary of the Michigan Sheet Metal Contractors' Association, gave a very interesting talk and took occasion to call the attention of those present to the elaborate plans which were made to entertain the delegates to the State Convention at Jackson.

J. E. Sweeney, Special Representative of the Associated Building Employers of Michigan, spoke on the American Plan of Employment and emphasized its successful application to the building industry in Michigan.

R. C. Mahon, President of the Detroit Sheet Metal and Roofing Contractors' Association, acted as toastmaster in his usual capable manner. The entertainment program was in the hands of J. S. Clark and W. J. Rettenmeier, who had arranged a number of high grade vaudeville acts which contributed in a large measure in making the evening an enjoyable one.

Sheet Metal Manufacturer Reaches Life's End.

At the age of 74 years, William E. Kinnear of Columbus, Ohio, died February 12th in Indianapolis,

Indiana.

At one time he was president of the Kinnear & Gager Company, manufacturers of metal ceilings and afterwards organized the Kinnear Manufacturing Company, making steel rolling doors, a new type which he invented and which has since become the standard of its kind.

He was a Scottish Rite and a York Rite Mason and a member of the Mystic Shrine. He was formerly a member of the Columbus school board and in that capacity inaugurated the commercial course which has since spread through most of the principal cities.

He was born in Circleville, Ohio, August 13, 1847, and came to Columbus with his parents, Delmar and Miranda Kinnear, at the age of 9. He enlisted in the Union Army at the age of 16 and served two years with the Ninth Ohio Volunteer Cavalry and was with Sherman in his march to the sea. At the close of the war he went into business with his father and brother under the name of Kinnear & Sons.

Mr. Kinnear was married in 1868 to Marie Lott of Columbus, who survives him, together with a son, Raymond H. Kinnear of Chicago, and two daughters, Mrs. Bird K. Van Deman of Indianapolis and Mrs. Alan C. Staley of Lafayette, Indiana.

Has Subscribed for Thirty-Five Years to AMERICAN ARTISAN.

To AMERICAN ARTISAN AND HARDWARE RECORD:

You may call this a substantial appreciation, as the writer has been a subscriber and reader of AMERICAN ARTISAN for the past thirty-five years and knows the value and help it has been and is to the sheet metal worker.

It is sure worth more than it costs.

The undersigned are both practical sheet metal mechanics, having had a long experience in the business. The senior member of the firm has a very faithful record, beginning the tinner's trade in the year 1872 and has during that time

continuously been in the sheet metal business.

The undersigned are successors to B. F. Lichty and Sons, Mr. Meyer taking an interest in the business January 20, 1922.

The new firm will be equipped and capable to handle any and all kinds of sheet metal work, and are making preparations for a prosperous 1922, as indications now point that way.

Always waiting for AMERICAN ARTISAN, as I did in 1891, (If you will refer back to that date, issue of March 9 and 14, 1891),

Yours truly,
B. F. LICHTY,
of Lichty & Meyer.
—, Iowa, February 13, 1922.

Notes and Queries

"Royal" Vacuum Cleaner.

From Kenwood Hardware Company, 1321 East 47th Street, Chicago, Illinois.

Will you kindly inform us who manufactures the "Royal" Vacuum Cleaner.

Ans.—Royal Electric Vacuum Company, 4756 West Washington Street, Chicago, Illinois.

Tin Caps.

From Joseph Armstrong, Manufacturing, Box 64, Alvo, Nebraska.

Where can I get tin caps for my "Postive" Flue Stop?

Ans.—You can have them made up by the American Can Company, 104 South Michigan Avenue; Russakov Can Company, 936 West Chicago Avenue; and Continental Can Company, 111 West Washington Street; all of Chicago, Illinois.

Bowden Wire Mechanism.

From The Byrne-McClure Gage Company, 2136 Vallejo Street, Los Angeles, California.

Please advise us where we can get the Bowden wire mechanism in large quantities.

Ans.—You can secure it from the manufacturers, the Gwillian Company, 23 Flatbush Avenue, Brooklyn, New York.

Aluminum Solder.

From James W. Dow, Sanborn, Iowa.

Who makes a good aluminum solder?

Ans.—George E. Roesch, 386 New York Street, Aurora, Illinois.

Wonder Ice Cream Freezer.

From John F. Cartwright, 224 Main Street, Bowling Green, Kentucky.

Will you kindly inform me who manufactures the Wonder ice cream freezer?

Ans.—Simmons Hardware Company, St. Louis, Missouri.

Aluminum Sheets.

From James W. Dow, Sanborn, Iowa.

Where can I purchase aluminum sheets?

Ans.—S. Birkenstein and Sons, Incorporated, 1056 West North Avenue, Chicago, Illinois; U. S. Reduction Company, East Chicago, Indiana; Cleveland Metal Products Company, 7609 Platt Avenue, Cleveland, Ohio; and Illinois Smelting and Refining Company, 410 North Peoria Street, Chicago, Illinois.

Solid Copper Rods.

From C. R. Oberholtzer, 509 West Maumee Street, Angola, Indiana.

Will you please advise me where I can buy solid copper rods $\frac{1}{8}$ of an inch in diameter and 6 inches long.

Ans.—Charles H. Besly and Company, 118 North Clinton Street, Chicago, Illinois.

Soapstone.

From Frank DeWeese, 814 Barr Street, Fort Wayne, Indiana.

Where can I buy soapstone in cake form, such as that used in fireless cookers?

Ans.—Alberene Stone Company, 223 East 23d Street; Stanley Doggett, 11 Cliff Street; Phoenix Soapstone Company, 71 Murray Street; all of New York City.

Gem Oil Heater.

From James W. Dow, Sanborn, Iowa.

Who manufactures the Gem oil heater?

Ans.—A. C. Barler Manufacturing Company, 341 East Ohio Street, Chicago, Illinois.

Cleveland Wall Paper Cleaner.

From Wahler Brothers, 2603 North Halsted Street, Chicago, Illinois.

Can you inform us who manufactures the Cleveland wall paper cleaner?

Ans.—Cleveland Cleaner and Paste Company, Cleveland, Ohio.

Automobile Accessories.

From Otto Schuman, Wisconsin Rapids, Wisconsin.

Where can I purchase automobile accessories?

Ans.—Clark-Smith Hardware Company, Peoria, Illinois; Eclipse Manufacturing Company, 424 North Meridian Street, Indianapolis, Indiana; Morley Brothers, Saginaw, Michigan; and A. Schrader's Sons, Incorporated, 783 Atlantic Avenue, Brooklyn, New York.

Asbestos Roofing Slate.

From N. M. Truxell, 3807 Sixth Avenue, Des Moines, Iowa.

Who manufactures asbestos roofing slate?

Ans.—Consolidated Sheet Metal Works, 661 Hubbard Street, Milwaukee, Wisconsin; Trus-Con Laboratories, Caniff and Grant R. R., Detroit, Michigan; National Asbestos Manufacturing Company, 193 Henderson, Jersey City, New Jersey; Igoe Brothers, 31-37 Metropolitan Avenue, Brooklyn, New York.

Radiator Cores.

From C. A. Ringquist, Ireton, Iowa.

Please advise me where I can buy radiator cores for Ford and Dodge Brothers cars.

Ans.—F. L. Curfman Manufacturing Company, Maryville, Missouri; G. and O. Manufacturing Company, Replacement Department, New Haven, Connecticut; Perfex Radiator Company, Racine, Wisconsin; Modine Manufacturing Company, Racine, Wisconsin; and Jaffe Radiator Company, 741 West Van Buren Street, Chicago, Illinois.

Stamped Can Bottoms and Breasts.

From Jacobson and Bogue, Beresford, South Dakota.

Will you please tell us where we can buy stamped can bottoms and can breasts?

Ans.—Creamery Package Manufacturing Company, 61 West Kinzie Street, Chicago, Illinois.

Catchers for Rain Water Cutoffs.

From Klinefelter and Greenwell, Vicksburg, Illinois.

Kindly inform us where we can purchase catches for rain water cutoffs.

Ans.—Whitaker-Glessner Company, (Wheeling Corrugating Department) 2547 Arthington Street, Chicago, Illinois; Fred J. Meyers Manufacturing Company, Hamilton, Ohio; Milwaukee Corrugating Company, Milwaukee, Wisconsin.

Review of Conditions in the Metal Markets.

General Situation in the Steel Industry. Report of Prices and Tendencies in Sheet Metals, Pig Iron, etc.

BUYING OF COPPER IS ON THE INCREASE.

Reports from New York indicate that buying of copper by domestic consumers for nearby shipment is slightly better. Foreign consumers are also showing more interest in the market but thus far sales are small. In general business is better in most lines of industry.

Orders for steel products are larger than for several months. Specifications against contracts are also increasing. Steel companies as a whole are producing more ingots than at any time in a year. The copper trade usually follows in the wake of steel.

One of the large copper producers reports more sales in the last few days than in the corresponding time last week.

Last week's business was better than the preceding week.

Producers are taking orders for domestic shipment at 13½ cents delivered for prompt and 13¾ cents delivered for February and March shipment.

It is probable that this latter price would also cover April shipments.

Export inquiries are more encouraging. One producer reports inquiries from Europe for several thousand tons but at prices below those which producers will entertain.

Counter-propositions may result in transactions as the copper is needed for early shipment abroad.

It is understood that the Copper Export Association is taking business at concessions and that other American producers have accepted European orders on the basis of 13½ to 13¾ cents c.i.f. Hamburg.

"There is a steady improvement in brass industry" according to a New York representative of one of the valley mills. "We have noted an upward trend since the first of

December. Business has steadily increased since that time—excepting, of course, the last week of December, which was, as usual, very dull.

"We are adding several sales representatives to the various eastern districts, due to the better brass demand. Our mills have steadily increased their force and according to announcement made Friday we expect to be operating with full force within a month.

"We have had a good demand within the past few weeks for ¼ and 3/16 square brass rods for radio receiving sets."

Three brass mills report unchanged prices and continued dull business. There has been a slight increase, but the orders are all small.

These mills look for an improvement within the next few weeks due to increasing inquiries during January and February.

Several brass dealers report an increase in orders from the novelty dealers. Brass crews are in better demand than two months ago and there is an increasing demand for brass tubing.

Several comparatively large orders have recently been received for brazed brass tubing from musical instrument manufacturers. Most of this is being used in the making of horns.

Tin.

Pig tin declined in the Chicago market from 34 cents per pound to 33½ cents and bar tin from 36 cents per pound to 34½ cents per pound.

The weakness of the foreign market this week was caused by heavy selling—the sales in London amounting to 1,000 tons—and it is said also that large arrivals of Banca tin in England were having a depressing effect.

Owing to the unsatisfactory state of trade on the Continent, Banca

tin, which always found its chief market in Holland and Germany, is more or less of a drug, and is only being attracted to England because it is a good delivery against a Standard contract.

It is recalled that the big drop in the London market in 1920 was started by the large deliveries of Banca tin against Standard contracts and the possibility of the same thing being done again is enough to make the English market weak.

Solder.

Quotations on solder now prevailing in Chicago are as follows: Warrented, 50-50 per hundred pounds, \$21.50; Commercial, 45-55, hundred pounds, \$20.00; and Plumbers', per hundred pounds, \$18.75.

Lead.

A few inquiries are current and a little business in lead is being done. Prices are unchanged at 4¾ cents St. Louis, although some sellers have done business at 4.40 cents.

Some brands of soft Missouri lead are held at 4.42½ cents. The New York price still stands at 4.70 cents for both the leading interest and the independents.

Exports Wednesday, February 15th, consisted of a shipment of 1,400 tons to France, which brings the total so far this month up to 2,630 tons.

In the Chicago market, sheet lead declined 55 cents per hundred pounds, making the present price for full coils \$7.25 per hundred pounds and for cut coils \$7.50 per hundred pounds.

Zinc.

Owing to the sluggish condition of the zinc market during January, it was thought that the stocks in smelters' hands had increased during that month. On the contrary, the figures now available as of January 31st, show a decrease in stocks

of about 1,000 tons as compared with December 31st.

The output during January was 23,706 tons, about 1,700 tons more than December. The shipments in January were 24,636 tons, 2,200 tons more than December.

The stocks on hand are now 65,678 tons, as against the high point of 92,408 tons at end of July.

Sheets.

Demand for sheets, both black and galvanized, has shown steady though somewhat slow improvement since the first of the year.

This is true of all sections of the country, though there are some spots where the demand is not as good as elsewhere.

Some parts of the south in particular show a limited buying power.

At the present time the demand, according to the best estimate that can be made is running a trifle above 50 per cent of the productive capacity.

Demand is fairly well distributed among the different lines of manufacturing consumers, much in accordance with their seasonal activity at this time of year.

The one line that is dull now when by tradition it should be active at this time of year is the agricultural implement trade.

This industry still has some stocks of manufactured goods and its customers are poor buyers at present.

The automobile trade demand for sheets has picked up only a little, although the automobile makers are in most cases looking for a fairly good season.

Tin Plate.

The slight concessions made on particularly large orders for tin plate are being talked of as if they were something unusual.

As a matter of fact, in normal times the largest buyers have usually obtained concessions of a few cents a box from certain of the independents, and doubtless they are obtaining such concessions now, but this is nothing new.

The tin plate market is properly

quotable as firm at \$4.75. To quote "the market" on a lower basis would be to indicate that the majority of buyers are paying a premium, and of course this is not a premium market.

Old Metals.

Wholesale quotations in the Chicago district which should be considered as nominal are as follows: Old steel axles, \$13.50 to \$14.00; old iron axles, \$18.50 to \$19.00; steel springs, \$13.75 to \$14.25; No. 1 wrought iron, \$12.50 to \$13.00; No. 1 cast, \$12.00 to \$12.50; all per net tons. Prices for non-ferrous

metals are quoted as follows, per pound: Light copper, 7½ cents; light brass, 4 cents; lead, 3½ cents; zinc, 2 cents; and cast aluminum, 9½ cents.

Pig Iron.

According to Rogers, Brown & Company, Cincinnati, Ohio, reports from various parts of the country indicate that the melt of pig iron is slowly increasing. While the week has shown little change in the tonnage purchased, interest appears to be broader. This is reflected in the general stiffening of prices with an occasional advance.

Steel Mills Are Speeding Up Operations in Consequence of Orders from Many Sources.

Two Separate Merger Movements of Independent Companies Are Under Way and Considerable Progress Has Been Made.

Steel mills have just received orders for some 50,000 tons of steel from railroad equipment shops, and are figuring on as much more. This steel is required for equipment for the railroad orders for some 10,000 cars having been booked recently.

During the next few weeks it is anticipated that further contracts for 15,000 cars will be placed. Rail business now in sight totals about 25,000 tons.

Structural steel orders pending aggregate only about 10,000 tons, but this tonnage is swelled by the 23,000 tons required for the Hudson River bridge for the New York Central.

These orders are reflected in the speeding up of operations at some of the mills. The Inland Steel Company expects to put its rail mill under power some time next week.

In Ohio four steel mills that have been down from six months to a year and a half are making preparations to resume before the end of the month, while the Zanesville, Ohio, plant of the American Rolling Mill Company has just started nine mills that have been idle for several weeks.

The Illinois Steel Company has blown in another furnace at Gary,

making six now active at that plant and a total of eleven in blast. The steel ingot output of this company has been increased to 50 per cent of capacity.

The valuations committee appointed by independent steel companies, which are party to the movement for a possible merger, has been ordered to make an immediate report, indicating early action on one of the merger proposals, it was stated here today in authoritative quarters.

Two separate merger movements are under way. One proposes a combination of the Youngstown Sheet and Tube Company, the Steel and Tube Company of America and the Inland Steel Company.

The other would combine these three along with the Midvale Steel and Ordnance Company, the Lackawanna Steel Company, the Republic Iron and Steel Company and the Brier Hill Steel Company.

While it was stated that the smaller combination is nearer consummation, it was added that prospects for the larger merger are brighter than they were several weeks ago, and that progress is being made.